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20/3,K/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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6704288 INSPEC Abstract Number: C2000-10-7210N-068

**Title:** Local Web advertisement through dynamic active proxy

Author(s): Jing Deng; Chi-Hung Chi

Author Affiliation: Sch. of Comput., Nat. Univ. of Singapore, Singapore

Conference Title: 2000 IEEE International Conference on Multimedia and Expo. ICME2000. Proceedings. Latest Advances in the Fast Changing World of Multimedia. (Cat. No.00TH8532) Part vol.2 p.1183-6 vol.2

Publisher: IEEE, Piscataway, NJ, USA

Publication Date: 2000 Country of Publication: USA 3 vol. xxxv+17778 pp.

ISBN: 0 7803 6536 4 Material Identity Number: XX-2000-01991

U.S. Copyright Clearance Center Code: 0 7803 6536 4/2000/\$10.00

Conference Title: Proceedings of International Conference on Multimedia and Expo

Conference Date: 30 July-2 Aug. 2000 Conference Location: New York, NY, USA

Language: English

Copyright 2000, IEE

**Title:** Local Web advertisement through dynamic active proxy

...Abstract: this, we propose an active proxy centric framework as an effective means to support local Web advertising. The basic idea is to insert a local advertisement dynamically into a Web page when it is retrieved through an active proxy server that is collaborating with the content server. Since a proxy server has a much better understanding of Web surfers than Web content servers , an advertisement uploaded by the proxy will be much more relevant and interesting. This model is very important to Internet advertising. It provides a win-win situation to the three parties involved in Web surfing: (i) a content provider increases his revenue without any extra effort to find and maintain a "remote" advertisement in Web site content, (ii) a proxy service provider (likely to be the Internet service access provider, IASP) has a new source of revenue by selling advertisement on Web pages that pass through them, and (iii) Web surfers are able to receive relevant, local advertisements.

20/3,K/2 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

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5306185 INSPEC Abstract Number: B9608-6210L-049, C9608-7170-004

**Title:** Ubiquitous advertising on the WWW: merging advertisement on the browser

Author(s): Kohda, Y.; Endo, S.

Author Affiliation: Fujitsu Labs. Ltd., Chiba, Japan

Journal: Computer Networks and ISDN Systems Conference Title: Comput. Netw. ISDN Syst. (Netherlands) vol.28, no.7-11 p.1493-9

Publisher: Elsevier,

Publication Date: May 1996 Country of Publication: Netherlands

CODEN: CNISE9 ISSN: 0169-7552

SICI: 0169-7552(199605)28:7/11L.1493:UAMA;1-P

Material Identity Number: I876-96005

U.S. Copyright Clearance Center Code: 0169-7552/96/\$15.00

Conference Title: Fifth International World Wide Web Conference

Conference Date: 6-10 May 1996 Conference Location: Paris, France

Language: English  
Copyright 1996, IEE

Abstract: We propose a new advertising framework on the WWW. Some popular WWW sites now provide **advertising** space in their **Web pages**. However the actual effectiveness of the advertising is questionable. In our advertising framework, an advertising agent is placed between advertisers and users. The agent's...

... to see advertisements on their Web browser. Users will see a variety of advertisements at the sites they visit, even if the sites have no **advertisements** on the **Web servers**. This will make the **advertising** business on the WWW really ubiquitous.

20/3,K/3 (Item 1 from file: 233)  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00555399 99IW12-110

**WebTrends finds order in chaos -- ERS investigates complicated Web-server logs to reveal powerful user data**

Yager, Tom

InfoWorld , December 13, 1999 , v21 n50 p59, 1 Page(s)

ISSN: 0199-6649

Company Name: WebTrends

URL: <http://www.webtrends.com>

Product Name: Enterprise Reporting Server 2.0

Descriptors: Data Analysis; Web Sites; Web Server ; Consumer Information; Reports; Advertising

20/3,K/4 (Item 2 from file: 233)  
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00507970 98IE09-212

**Speeding up banner ad download times -- LinkExchange's three-tiered architecture emphasizes zippy ad delivery for its 250,000 members**

Roberts-Witt, Sarah L

Internet World , September 21, 1998 , v4 n30 p57, 1 Page(s)

ISSN: 1081-3071

Company Name: LinkExchange

URL: <http://www.linkexchange.com>

... and affiliate program support. Reports the site has a segmented, three-tier architecture using 80 servers. Notes that the first layer uses 20 to 30 **servers** to handle **advertising**, while a second layer handles scheduling, and the third layer houses Oracle databases. Adds that all servers are Pentium machines, and notes the **Web servers**...

Descriptors: Advertising ; Corporate Information; Bandwidth; Server ; Web Sites ; Electronic Commerce

20/3,K/5 (Item 3 from file: 233)  
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00483500 98PJ01-026

**Computers At Work -- Using technology to improve productivity**

Phelps, Alan; Schwartz, Karen D; Hammel, Paul

PC Today , January 1, 1998 , v12 n1 p96-100, 4 Page(s)

ISSN: 1040-6484

... technologies to increase company productivity. Discusses Ranbir Chawla, manager of technology for member services at EarthLink Network, who uses Aria 2.0 to help his **Web site** increase **advertising** money. Interviews John Kijewski, senior manager of information systems and operations, Shared Medical Systems, who used Unicenter TNG to provide increased efficiency in managing client...

Descriptors: Problem-solving; Intranets; Business; Information; Management; **Advertising** ; Client **Server** Computing

?

17/3,K/1 (Item 1 from file: 233)  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00558520 00FT01-001

**Above the crowd: Browse. Shop. get paid**  
Gurley, J William  
Fortune , January 10, 2000 , v141 n1 p172-174, 2 Page(s)  
ISSN: 0015-8259

... eBay has over 7.7 million registered users just four years after its launch. Explains how affiliate programs direct shoppers to merchants via links on **home pages**. Notes that **affiliates** receive between five and 20 percent of the value of transactions that they facilitate. Reports that some advertisers give credits for watching certain ads, noting...

17/3,K/2 (Item 2 from file: 233)  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00549048 99IT10-021

**Network Solutions offers free massive business directory**  
Quint, Barbara  
Information Today , October 1, 1999 , v16 n9 p34, 1 Page(s)  
ISSN: 8755-6286  
Company Name: Network Solutions  
URL: <http://www.dotcomdirectory.com>  
Product Name: dot.com directory

... a one-page Web site and other services. Adds that a business partner program lets other business post dot.com directory banner links on their **Web sites** and reimburses **affiliates** for users who link through to the directory. (KMH)

17/3,K/3 (Item 3 from file: 233)  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00537691 99IE06-108

**Alternative to affiliate programs needed to help the small guys -- Sites that give the Net its richness can't survive on tiny commissions**  
Andrews, Whit  
Internet World , June 14, 1999 , v5 n22 p10, 1 Page(s)  
ISSN: 1081-3071

BUYING & SELLING column contends that affiliate programs established by large companies offer limited growth opportunities for their **affiliate Web sites**. Says that the general approach to affiliate programs for these companies is advertising or marketing. Cites the case of Teachnet.com site, an affiliate for...

17/3,K/4 (Item 4 from file: 233)  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00528970 99IE03-410

**24/7 Media joins NBC in unusual alliance to sell local ads -- Ad network will sell Web banners for TV stations**

Wang, Nelson

Internet World , March 29, 1999 , v5 n12 p13-14, 2 Page(s)

ISSN: 1081-3071

... NBC to sell local advertising for television stations. Explains that the deal involves fielding 24/7 sales people at NBC to sell ads on the **Web sites** of local NBC **affiliates** . Says that NBC benefits by being able to offer combined Web and television advertising packages to its clients and the opportunity to tap into the...

File 474:New York Times Abs 1969-2000/Oct 31

(c) 2000 The New York Times

File 475:Wall Street Journal Abs 1973-2000/Oct 31

(c) 2000 The New York Times

File 473:Financial Times Abstracts 1998-2000/Oct 31

(c) 2000 The New York Times

Set Items Description

S1 81435 ADVERTI? OR (AD (NOT W) HOC) OR ADS OR CLASSIFIED? OR BA-  
NNER?

S2 4890 SERVER? OR WEBSITE? OR WEB() (SITE? OR PAGE?) OR WEBPAGE? OR  
HOMEPAGE? OR HOME() PAGE?

S3 430 S1 AND S2

S4 6 PERFORMANC? OR PERFORMI? OR ACTIVIT?

S5 6 S4 AND S3

5/3,K/1 (Item 1 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

07795440 NYT Sequence Number: 623490000811  
**FINDING ANOTHER LOOPHOLE, A NEW SECRETICE GROUP SPRINGS UP**  
New York Times, Col. 2, Pg. 14, Sec. A  
Friday August 11 2000

ABSTRACT:

American Federation of State, County and Municipal Employees, leading supporter of Vice Pres Al Gore, has quietly created group American Family Voices, which is televising **advertisment** harshly critical of Gov George W Bush; neither group's ad nor its **Web site** discloses its relationship with union; organization, created in July after Congress closed legal loophole known as Section 527, is chartered under Section 501(c)4, tax code provision that allows it to engage in political **activity** with minimal financial disclosure (M)

DESCRIPTORS: Presidential Election of 2000; Labor Unions; Television;  
Political **Advertising**; Computers and the Internet; Finances;  
Presidential Election of 2000

5/3,K/2 (Item 2 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

07769646 NYT Sequence Number: 587397000403  
**WEB PRIVACY GROUP TO OFFER A SEAL OF APPROVAL**  
Flynn, Laurie J  
New York Times, Col. 1, Pg. 8, Sec. C  
Monday April 3 2000

ABSTRACT:

Twenty-six Internet companies involved in **advertising** plan to form Personalization Consortium to tackle prickly issue of consumer privacy on Web; group will devise guidelines for **Web sites** that collect data about users and their Net-surfing **activities**; members include DoubleClick, Web **advertising** company whose data collection practices are under investigation (M)

DESCRIPTORS: Computers and the Internet; **Advertising**; Standards and Standardization; Privacy; Ethics

5/3,K/3 (Item 3 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

07739517 NYT Sequence Number: 904147991216  
**A TOOL FOR ANONYMITY ON THE INTERNET**  
Wayner, Peter  
New York Times, Col. 1, Pg. 17, Sec. G  
Thursday December 16 1999

ABSTRACT:

Zero Knowledge, Canadian firm, announces software called Freedom that can help people avoid scrutiny by **advertisers** and marketers who track sites visited and purchases made; service allows user to set up pseudonyms

that become their identity and their **activity** is then filtered through company's network of **servers**; when name flows out into general Internet, person becomes known by pseudonym; software is available at [www.freedom.net](http://www.freedom.net) for \$49.95 for up to...

**DESCRIPTORS:** Computers and the Internet; Names, Personal; Computer Software; Privacy; Computer Security; Advertising ; Marketing and Merchandising; Computers and the Internet

5/3,K/4 (Item 4 from file: 474)  
DIALOG(R) File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

07551349 NYT Sequence Number: 579157971013  
**THE MEDIA BUSINESS: ADVERTISING: A MAJOR FORCE IN MARKETING TO COLLEGE STUDENTS STEPS UP ITS ACTIVITIES ON THE INTERNET.**  
Elliott, Stuart  
New York Times, Col. 1, Pg. 9, Sec. D  
Monday October 13 1997

**THE MEDIA BUSINESS: ADVERTISING: A MAJOR FORCE IN MARKETING TO COLLEGE STUDENTS STEPS UP ITS ACTIVITIES ON THE INTERNET.**

**ABSTRACT:**

Student Advantage LLC, which offers discounts to students through membership card program, is forming network of World Wide Web sites meant to appeal to college students; AT&T Corp is offering to pay annual Student Advantage fee for new long-distance, calling card or credit...

**DESCRIPTORS:** Colleges and Universities; Advertising (Times Column); Internet and World Wide Web; Computers and Information Systems; Telephones and Telecommunications; Credit Cards and Accounts

5/3,K/5 (Item 5 from file: 474)  
DIALOG(R) File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

07434826 NYT Sequence Number: 980307960620  
**THE MEDIA BUSINESS: ADVERTISING -- ADDENDA: SOFTBANK AWARDED INTERACTIVE WORK**  
Barboza, David  
New York Times, Col. 2, Pg. 6, Sec. D  
Thursday June 20 1996

**THE MEDIA BUSINESS: ADVERTISING -- ADDENDA: SOFTBANK AWARDED INTERACTIVE WORK**

**ABSTRACT:**

NBC Interactive, which oversees NBC's on-line **activities**, names Softbank Interactive Marketing to sell **advertising** and sponsorships on its Olympic World Wide Web site; Netscape Communications Corp names Softbank's media sales division to handle sales for technology, business-to-business and financial services accounts on its Web site  
(S)

**DESCRIPTORS:** Advertising (Times Column); Internet and World Wide Web; Computers and Information Systems; Advertising ; Olympic Games (1996); Summer Games (Olympics)

5/3,K/6 (Item 1 from file: 473)  
DIALOG(R)File 473:Financial Times Abstracts  
(c) 2000 The New York Times. All rts. reserv.

04007713

**MARKETING PUSH FOR FT.COM**

CHRISTOPHER PRICE

Financial Times, Col. 7, Pg. 18, Sec. A

Monday, June 7, 1999

**ABSTRACT:**

Pearson is revealing an increase in the Financial Times' internet activities under ft.com, the newspaper's web site ; the site is undergoing a redesign, a new advertising campaign and will expand its online services; ft.com has 2m registered users and is read by about 250,000 people weekly (S)

File 2:INSPEC 1969-2000/Oct W5  
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File 35:Dissertation Abstracts Online 1861-2000/Jul  
(c) 2000 UMI  
File 65:Inside Conferences 1993-2000/Oct W5  
(c) 2000 BLDSC all rts. reserv.  
File 77:Conference Papers Index 1973-2000/Sep  
(c) 2000 Cambridge Sci Abs  
File 233:Internet & Personal Comp. Abs. 1981-2000/Oct  
(c) 2000 Info. Today Inc.  
File 99:Wilson Appl. Sci & Tech Abs 1983-2000/Sep  
(c) 2000 The HW Wilson Co.

Set	Items	Description
S1	155278	ADVERTI? OR (AD (NOT W) HOC) OR ADS OR CLASSIFIED? OR BA- NNER?
S2	71177	SERVER? OR WEBSITE? OR WEB()SITE? OR PAGE?) OR WEBPAGE? OR HOMEPAGE? OR HOME()PAGE?
S3	1615	S1 AND S2
S4	67	PERFOMANC? OR PERFORMI? OR ACTIVIT?
S5	5	S1(5N)S4
S6	5	S5(5N)S3
S7	115	RESPOND? OR RESPONS?
S8	12	FEEDBACK?
S9	1	COST(2W)ACTION? OR (CPA (20N)S1)
S10	4	DIRECT(W)S7
S11	35	(TARGET? OR DIRECT?)(2W) ADVERTI?
S12	17	CLICK? (3N)S1
S13	89	TRACK?
S14	1	S6 (5N)(S7:S13)
S15	38	ADVERTI?(5N)(SERVER? OR PROXY?)
S16	355	ADVERTI?(5N)(WEBSITE? OR WEB()SITE? OR PAGE?) OR WEBPAGE?)
S17	4	AFFILIAT?(3N)S2
S18	6	S3 AND (S9 OR S10 OR S14)
S19	12	S8 AND S3 NOT S18
S20	5	S15 AND S16
S21	11	(S7 OR S12 OR S13) AND S4 AND S3 NOT S14

17/3,K/1 (Item 1 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00558520 00FT01-001  
Above the crowd: Browse. Shop. get paid  
Gurley, J William  
Fortune , January 10, 2000 , v141 n1 p172-174, 2 Page(s)  
ISSN: 0015-8259

... eBay has over 7.7 million registered users just four years after its launch. Explains how affiliate programs direct shoppers to merchants via links on home pages . Notes that affiliates receive between five and 20 percent of the value of transactions that they facilitate. Reports that some advertisers give credits for watching certain ads, noting...

17/3,K/2 (Item 2 from file: 233)  
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00549048 99IT10-021  
Network Solutions offers free massive business directory  
Quint, Barbara  
Information Today , October 1, 1999 , v16 n9 p34, 1 Page(s)  
ISSN: 8755-6286  
Company Name: Network Solutions  
URL: <http://www.dotcomdirectory.com>  
Product Name: dot.com directory

... a one-page Web site and other services. Adds that a business partner program lets other business post dot.com directory banner links on their Web sites and reimburses affiliates for users who link through to the directory. (KMH)

17/3,K/3 (Item 3 from file: 233)  
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00537691 99IE06-108  
Alternative to affiliate programs needed to help the small guys -- Sites that give the Net its richness can't survive on tiny commissions  
Andrews, Whit  
Internet World , June 14, 1999 , v5 n22 p10, 1 Page(s)  
ISSN: 1081-3071

BUYING & SELLING column contends that affiliate programs established by large companies offer limited growth opportunities for their affiliate Web sites . Says that the general approach to affiliate programs for these companies is advertising or marketing. Cites the case of Teachnet.com site, an affiliate for...

17/3,K/4 (Item 4 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00528970 99IE03-410  
24/7 Media joins NBC in unusual alliance to sell local ads -- Ad network

will sell Web banners for TV stations

Wang, Nelson

Internet World , March 29, 1999 , v5 n12 p13-14, 2 Page(s)

ISSN: 1081-3071

... NBC to sell local advertising for television stations. Explains that the deal involves fielding 24/7 sales people at NBC to sell ads on the Web sites of local NBC affiliates . Says that NBC benefits by being able to offer combined Web and television advertising packages to its clients and the opportunity to tap into the...

18/3,K/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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5324633

**Title: The 1996 Software Guide: targeting and reaching the right customers more effectively**

Journal: Direct Marketing vol.59, no.2 p.34-45

Publisher: Hoke Communications,

Publication Date: June 1996 Country of Publication: USA

CODEN: DIMADI ISSN: 0012-3188

SICI: 0012-3188(199606)59:2L.34:1SGT;1-0

Material Identity Number: B756-96006

Language: English

Copyright 1996, IEE

**Abstract:** The 1996 Software Guide, a two-part series, focuses on advances in programs for **direct response advertisers**. Part one covered desktop publishing, fulfillment, interactive programs, list/database management, and mail order. Part two looks at mailing systems, point of sale, sales support, telemarketing, and **web site analysis**.

...Identifiers: **direct response advertisers** ; ...

...**web site analysis**

18/3,K/2 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

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5292608

**Title: 1996 Software Guide**

Journal: Direct Marketing vol.59, no.1 p.48-55

Publisher: Hoke Communications,

Publication Date: May 1996 Country of Publication: USA

CODEN: DIMADI ISSN: 0012-3188

SICI: 0012-3188(199605)59:1L.48:1SG;1-M

Material Identity Number: B756-96005

Language: English

Copyright 1996, IEE

**Abstract:** The 1996 Software Guide, a two-part series, focuses on advances in programs for **direct response advertisers**. Part one covers desktop publishing, fulfillment, interactive programs, list/database management and mail order. Part two looks at mailing systems, point-of-sale, sales support, telemarketing and **Web site analysis**.

Descriptors: **advertising** ;

...Identifiers: **direct response advertiser** programs...

...**Web site analysis**

18/3,K/3 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00552695 99IK11-014

How do your ads stack up? -- Two services provide competitive intelligence on online advertising

Shachtman, Noah

InternetWeek , November 1, 1999 , n787 p29, 1 Page(s)  
ISSN: 0746-8121

How do your ads stack up? -- Two services provide competitive intelligence on online advertising

Reports on the emergence of services that let electronic commerce sites spy on their competitors' online advertising strategies. Indicates that advertising agencies find Internet competitive intelligence products useful for refining Web marketing moves. Says that AdRelevance Inc. uses a proprietary system called Online Media Network Intelligent Agent Collection (OMNIAC) to track advertising activity on 2,000 Web sites. Explains that OMNIAC generates reports on advertising activity in the automotive, consumer goods, electronic publishing, travel, telecommunications, software, retail, hardware, and financial services industries. Reports that NetRatings Inc. relies on a panel of 33,000 Internet users and proprietary software to track how they respond to advertisements . Includes one screen display. (MEM)

Descriptors: Advertising ; Corporate Information; Online Information; Information Management; Electronic Commerce; Marketing

18/3,K/4 (Item 2 from file: 233)

DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00514228 98IE11-312

Microsoft's buyout of LinkExchange brings some questions to the fore -- Ad networks help buyers launch multi-site campaigns - but do they still hold value for sellers who could opt to sell on their own?

Wang, Nelson

Internet World , November 23, 1998 , v4 n39 p16, 1 Page(s)  
ISSN: 1081-3071

Microsoft's buyout of LinkExchange brings some questions to the fore -- Ad networks help buyers launch multi-site campaigns - but do they still hold value for sellers who could opt to sell on their own?

Discusses the future of ad networks as the need for efficient buying of online media continues to drive consolidation and specialization in such networks. Mentions that Microsoft Corp. has purchased LinkExchange, a banner exchange network of small-business owners. Claims that the 400,000 sites in LinkExchange's network reach over 40 percent of the total Web audience...

...to offer one point of contact to buy online media across different sites is compelling. Mentions specialized networks like Flycast for low-cost, response-oriented advertising , and ValueClick, a cost -per-action network. Notes that these networks provide a channel for unsold inventory from multiple Web sites . Includes one sidebar. (amg)

Descriptors: Mergers/Acquisitions; Advertising ; Networks; Web sites ; Internet

18/3,K/5 (Item 3 from file: 233)

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00429159 96IE07-005

Taking measure -- In the brave new world of Web advertising. Numbers alone don't tell the story

Young, Scott

Internet World , July 1, 1996 , v7 n7 p66-67, 2 Page(s)  
ISSN: 1064-3923

Taking measure -- In the brave new world of Web advertising. Numbers alone don't tell the story

Discusses the way in which marketing success is measured on the World Wide Web. Maintains that numbers alone are not an accurate tool for measuring advertising impact and suggest the points you might consider when designing a Web page which presents advertising . Notes that banner design and display carries the largest impact on visitors, contending that even though you may audit the number of hits on your site, this doesn't necessarily denote that each visitor has been affected by your advertising . Suggests that a method of direct response from visitors, such as online questionnaires or surveys, in addition to sales and inquiries are the best gauge of the effectiveness of your advertising scheme. (CH)

Descriptors: Advertising ; World Wide Web; Business; Internet; Auditing; Marketing; Web Sites

18/3,K/6 (Item 4 from file: 233)  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00424536 96IE05-002

Follow the money -- While Internet commerce is building momentum, there are certain areas and business approaches that are most successful  
Resnick, Rosalind

Internet World , May 1, 1996 , v7 n5 p34-36, 2 Page(s)  
ISSN: 1064-3923

MONEY TRAIL column reports that a WebTrack survey found that advertisers spent \$12.4 million to buy space on Web sites during the fourth quarter of last year. Adds that 75 percent of Web advertising for the period went to only ten companies. Notes that online media advertising is expected to increase to \$74 million this year and to \$2.6 billion by the year 2000. Also says the Internet will become a safer place to do business, with merchants switching to it from the less-efficient direct - response and retail distribution channels and users continuing to give convenience a top priority in choosing when and where to shop electronically. Includes a drawing. (GJB)

Descriptors: Web Sites ; Survey; Electronic Shopping; Online Transaction Processing

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19/3,K/1 (Item 1 from file: 2)

DIALOG(R) File 2:INSPEC

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6582080 INSPEC Abstract Number: C2000-06-7210N-040

Title: Evaluating U.S. business Web sites in Eastern European emerging markets: questions of design, contents and "customer-friendliness"

Author(s): Sroka, M.

Author Affiliation: Illinois Univ., Urbana, IL, USA

Conference Title: 20th Annual National Online Meeting. Proceedings-1999 p.451-7

Editor(s): Williams, M.E.

Publisher: Information Today, Medford, NJ, USA

Publication Date: 1999 Country of Publication: USA xi+548 pp.

Material Identity Number: XX-1999-02806

Conference Title: Proceedings of 20th National Online Meeting

Conference Sponsor: Information Today; Lexis-Nexis

Conference Date: 18-20 May 1999 Conference Location: New York, NY, USA

Language: English

Copyright 2000, IEE

Title: Evaluating U.S. business Web sites in Eastern European emerging markets: questions of design, contents and "customer-friendliness"

...Abstract: Eastern Europe include hardware and software companies, food and beverage companies, banks, and information technology and telecommunications firms. Some have been using the Web to advertise and market their products in Eastern European languages. The paper evaluates the Web sites according to the following criteria: language, customer feedback and request for information option, and contents and navigation. Suggestions for making the sites more effective are provided. These include correcting linguistic inconsistencies and providing online ordering as well as improving "contact" and feedback options.

...Descriptors: feedback ;

Identifiers: US business Web site evaluation...

...Web sites ; ...

...customer feedback ;

19/3,K/2 (Item 2 from file: 2)

DIALOG(R) File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

6509178 INSPEC Abstract Number: C2000-04-7170-002

Title: Attention, indifference, dislike, action: Web advertising involving users

Author(s): Baudisch, P.; Leopold, D.

Author Affiliation: Inst. for Integrated Inf. & Publication Syst., German Nat. Res. Center for Inf. Technol., Darmstadt, Germany

Journal: Netnomic vol.2, no.1 p.75-83

Publisher: Baltzer,

Publication Date: 2000 Country of Publication: Netherlands

CODEN: NETNF6 ISSN: 1385-9587

SICI: 1385-9587(2000)2:1L.75:AIDA;1-R

Material Identity Number: H402-2000-002

Language: English

Copyright 2000, IEE

Title: Attention, indifference, dislike, action: Web advertising

**involving users**

Abstract: Since advertising banners on Web pages usually do not relate to the users' interests, banners are often rejected. Much effort has been spent on trying to adapt banners to users. While the usual approach is to try to accomplish that by gathering data about the user, we propose a different approach. Using user-configurable advertising profiles and direct feedback, we give full control to the users themselves. This approach is currently being implemented and evaluated in the context of an Internet TV programme guide.

Descriptors: advertising data processing...

...Identifiers: World Wide Web advertising ; ...

...advertising banners ; Web pages ; ...

...user-configurable advertising profiles...

...direct feedback ;

**19/3,K/3 (Item 3 from file: 2)**

DIALOG(R) File 2:INSPEC

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6047788 INSPEC Abstract Number: C9811-7170-013

**Title:** Classified Advertisement Search Agent (CASA): a knowledge-based information agent for searching semi-structured text

Author(s): Gao, X.; Sterling, L.

Author Affiliation: Dept. of Comput. Sci., Melbourne Univ., Parkville, Vic., Australia

Conference Title: PAAM 98. Proceedings of the Third International Conference on the Practical Application of Intelligent Agents and Multi-Agent Technology p.621-4

Editor(s): Nwana, N.S.; Ndumu, D.T.

Publisher: Practical Application Co. Ltd, Blackpool, UK

Publication Date: 1998 Country of Publication: UK 644 pp.

ISBN: 0 9525554 8 4 Material Identity Number: XX98-02603

Conference Title: PAAM 98. Proceedings of the Third International Conference on the Practical Application of Intelligent Agents and Multi-Agent Technology

Conference Sponsor: Amzi!; Compulog Net; IF Computer; LPA Logic Programming Assoc. Ltd.; PC AI; Prolog Manage. Group

Conference Date: 23-25 March 1998 Conference Location: London, UK

Language: English

Copyright 1998, IEE

**Title:** Classified Advertisement Search Agent (CASA): a knowledge-based information agent for searching semi-structured text

Abstract: Information agents are increasingly being used for efficient information retrieval from the Internet. A domain specific agent,

**Classified Advertisement Search Agent (CASA),** has been built for searching real estate advertisements obtained from multiple WWW sites. CASA is a knowledge-based system with three main features that distinguish it from other information agents. The first feature...

... the basis for matching. The knowledge unit representation and the text parsing algorithm are particularly useful for information extraction from semi-structured texts such as Web pages generated from online databases. The second feature is the information retrieval cycle where feedback from the user and the search result are used to adjust the query before restarting the search. The third feature is the integration of knowledge...

Descriptors: advertising data processing...  
Identifiers: Classified Advertisement Search Agent...

...real estate advertisements ; ...  
...World Wide Web sites ; ...  
...Web pages ; ...  
...user feedback ;

19/3,K/4 (Item 4 from file: 2)

DIALOG(R) File 2:INSPEC  
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5266739

Title: Building electronic bridges: strategic business applications on the Internet

Author(s): LeQuat, L.  
Author Affiliation: Bell Canada, Ottawa, Ont., Canada  
Journal: EDI Forum vol.9, no.1 p.19-22  
Publisher: EDI Group,  
Publication Date: 1996 Country of Publication: USA  
CODEN: EDFOE2 ISSN: 1048-3047  
SICI: 1048-3047(1996)9:1L.19:BEBS;1-C  
Material Identity Number: P881-96002  
Language: English  
Copyright 1996, IEE

...Identifiers: web site ; ...  
...online job advertising ; ...  
...market feedback ;

19/3,K/5 (Item 1 from file: 35)

DIALOG(R) File 35:Dissertation Abstracts Online  
(c) 2000 UMI. All rts. reserv.

01693855 ORDER NO: AAD99-23290

RADIO BROADCASTING AND THE WORLD WIDE WEB: AN EXPLORATORY STUDY  
(BROADCASTING, INTERNET)

Author: GWYNNE, ROBERT EDWARD  
Degree: PH.D.  
Year: 1998  
Corporate Source/Institution: THE UNIVERSITY OF TENNESSEE (0226)  
Source: VOLUME 60/03-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 578. 106 PAGES

...open-ended questions.

Data were collected from 199 respondents from during the first two months of 1997. The most cited reason for creating a station Web site was fear of losing out to competition in case the Web turns out to be successful. Promotion was the second most cited reason for establishing a Web site. Most stations had a technologically knowledgeable employee who persuaded management to establish a site. The vast majority of managers were satisfied with their site once...

...it does not lend itself to targeting a local audience. In addition, audio streaming can create competition for radio stations because anyone with a Web **server** and a CD player can broadcast via audio streaming. Finally, few stations use their site to generate revenue from **advertisements**. Instead, they offer **advertisements** on the Web as "value-added" to on-air **advertisements** for their clients.

Content analysis of the respondents' sites indicates that few stations do enough motivate visitors to their site. Although many stations report that...

...actually utilize it. Many stations, on the other hand, include biographical information about their on-air staff. In addition, most stations include some kind of **feedback** mechanism such as an email address, telephone number, etc., on their site.

**19/3,K/6 (Item 1 from file: 233)**  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00560031 00IT02-004

**Designing the perfect information portal -- Pros need a reliable, honest, and user-friendly information service**

Quint, Barbara

Information Today , February 1, 2000 , v17 n2 p7-10, 3 Page(s)

ISSN: 8755-6286

... mountain (of data), not Mohammed, which means the site should offer layers of approaches based on user experience, field of interest, and vendor resources; and **feedback**, which says the site should bubble and boil with communication, and surveys should constitute a major activity. Says the extensive design work will not stop...

... since it will require extensive ongoing effort to maintain quality. Explains why charging the users for using does not work on the Web. Says vendors, **advertisers**, and sponsors will pay for all this. Hopes the designers devote as much care and consideration in designing **advertiser**-related presentations as they do designing content. (KMD)

Descriptors: Portals; Design; Information Services; Web Page Authoring; Survey; Online Information; Search Engines

**19/3,K/7 (Item 2 from file: 233)**  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00537692 99IE06-109

**MetalSite listens and learns -- Extranet for the steel industry gets high marks for responding to feedback and making its marketplace easier to use**

Roberts-Witt, Sarah L

Internet World , June 14, 1999 , v5 n22 p13, 1 Page(s)

ISSN: 1081-3071

Company Name: MetalSite

URL: <http://www.metalsite.net>

**MetalSite listens and learns -- Extranet for the steel industry gets high marks for responding to feedback and making its marketplace easier to use**

Presents a case study of MetalSite, a company in Pittsburgh, PA, that

launched its online marketplace three months after it started operating a Web site for steel industry news. Says that the Web site uses e-commerce applications from Trade-Ex, Electronic Commerce Systems Inc., Oracle databases, and Cold Fusion from Allaire. Adds that Digex is hosting the site's servers. Reveals that the company's business strategy is taking cues from customers' feedbacks and adapting to market changes. Reports that Weirton, LTV Steel, Style Dynamics, Paragon, and InforMetals were signed up as investors and sellers. Explains that sellers pay the per-transaction fee instead of users and that sellers are charged only for products sold. Notes that MetalSite earns money by selling advertising space. Mentions future initiatives for improving services. Includes one photo. (XG8)

Descriptors: Case Study; Electronic Commerce; Web Sites ; Extranets; Internet; Manufacturing; Corporate Strategy

19/3,K/8 (Item 3 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
(c) 2000 Info. Today Inc. All rts. reserv.

00487142 98BO02-102

Reference on the Web -- Universal Black Pages  
Booklist , February 15, 1998 , v94 n12 p1035, 1 Page(s)  
ISSN: 0006-7385  
Company Name: Georgia Tech Black Graduate Students Association  
URL: <http://www.ubp.com>  
Product Name: Universal Black Pages

Presents a very favorable review of Universal Black pages (\$NA), a gateway Web site created by the Georgia Tech Black Graduate Students Association. Notes that it requires an Internet connection. Reports that the Web site was intended to provide ``a complete and comprehensive listing of African diaspora-related Web pages at a central site.'' States that users can search the site by entering a term or phrase or by clicking on one of the 14 topical sections for resources. Says that UBP users can also click on links to read about UBP, to add a URL, to provide feedback , to see what is new, and to learn about advertising on the UBP. Concludes that ``This Web site is a valuable directory to a wealth of African American resources. UBP would be helpful to both the serious researcher and the curious layperson.'' (bjp)

Descriptors: Web Sites ; History; People; Reference; Gateway; Biography

19/3,K/9 (Item 4 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00474168 97DL10-008

The art and craft of creating community -- I have watched many an online community die or stunt its growth because of a poor interface, a limited array of topics, and most....

Wilkinson, Julia

Digital Publishing Strategies , October 1, 1997 , v2 n2 p8, 1 Page(s)  
ISSN: 1365-0688

... Explains that this is what made America Online so popular. Says that a community's growth is often slow. Also says that word-of-mouth advertising is key to that growth. Continues that one way to ensure growth is to encourage feedback by developing discussion topics. Adds

that creating community establishes customer loyalty to hosts. Concludes that a community must be well-managed and that growth is...

Descriptors: Web Management; Computers and Society; Online Information; Web Sites; Maintenance; Marketing; Strategy

19/3,K/10 (Item 5 from file: 233)  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00465357 97NM07-101

Let's make an ad deal! -- Are your online advertisers tired of boring banners? Do they demand animated, in-your-face interaction? User feedback? Low CPM? High....

Rich, Laura

NewMedia , July 14, 1997 , v7 n9 p42-51, 8 Page(s)

ISSN: 1060-7188

Let's make an ad deal! -- Are your online advertisers tired of boring banners? Do they demand animated, in-your-face interaction? User feedback? Low CPM? High.....

Reports that Web advertisers are negotiating advertising rates based on click-through. Explains that they are ensuring that their media buys are targeting users that will visit their Web sites and will most likely to be interested in their products. Says that they also are using sweepstakes and contest to interact with their customers more. Reports that advertising agencies are using the talents of Silicon Valley professionals for customized alternatives to banners , even though customized solutions are often risky. Explains that users are not likely to download a plug-in unless it is backed up by interesting content and that customized advertising often is costly. Concludes that entertainment value is likely to be the key to successful advertising on the Web. Includes nine screen displays, one photo, and one product resource guide. (dpm)

Descriptors: Web Management; Advertising ; Strategy; Application Development; Marketing; Web Sites

19/3,K/11 (Item 6 from file: 233)  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00453271 97CB03-001

Gathering usage statistics at an Environmental Health Library Web site -- Obtaining specific feedback concerning usage of our site seemed advisable if we were to maintain the most useful,

Stabin, Tova; Owen, Irene

Computers in Libraries , March 1, 1997 , v17 n3 p30-37, 7 Page(s)

ISSN: 1041-7915

Company Name: University of Washington

Product Name: Environmental Health Library Web Site

Gathering usage statistics at an Environmental Health Library Web site -- Obtaining specific feedback concerning usage of our site seemed advisable if we were to maintain the most useful,

Product Name: Environmental Health Library Web Site

Discusses how three software programs were used to gather usage statistics for the Department of Environmental Health (DEH) Library Web site . Explains that the site's three main goals are: to orient new students, staff, and faculty; to serve as an annotated and well-indexed

connection to environmental links on the Web; and to advertise the library. Overviews and presents sample statistics for the following statistics programs: wwwstat, Musage, and Refstats.pl.1.1. Describes preliminary results, finding that the most frequent page request is for the home page, followed by pages that contain environmental-health-related links. Concludes that the statistics provide insights into the specific types of information that users are looking for and helps to focus the Web site on areas that get the most usage. Contains four sidebars and one screen display. (smg)

Descriptors: Web Sites ; Health; Library; Statistics; Science

Identifiers: Environmental Health Library Web Site ; University of Washington

19/3,K/12 (Item 7 from file: 233)

DIALOG(R) File 233:Internet & Personal Comp. Abs.

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00432526 96WW08-103

Tired of banners, sites try in-your-face ads

Murphy, Kathleen

WebWeek , August 19, 1996 , v2 n12 pl, 58, 2 Page(s)

ISSN: 1081-3071

Company Name: ICon CMT

Product Name: Charged

Tired of banners, sites try in-your-face ads

Reports that some Web sites and advertisers are considering the use of more intrusive advertising methods than the banners that are the current method of Web advertising . Says that the method would interrupt the user's activity, thereby forcefully capturing his or her attention. Reports that this form of advertising is being experimented with on the Word and Charged sites from ICon CMT Corp. Explains that the ``metascreens'' last for five to ten seconds before offering the content requested by the user. Notes that these ads have some similarity to television ads . Expresses concern that the ads will annoy some users. However, claims that there has been no negative feedback since ICon CMT began offering them. Emphasizes that though the ads are intrusive, they are not overbearing. Predicts that there will be some objection to widespread use of the method. Includes one screen display. (kgh)

Descriptors: Advertising ; World Wide Web; Marketing; Corporate Strategy; Web Sites

?

21/3,K/1 (Item 1 from file: 2)

DIALOG(R) File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

6205709 INSPEC Abstract Number: C1999-05-7230-011

**Title:** United Kingdom regional newspapers on the World Wide Web

Author(s): Neilson, K.; Willett, P.

Author Affiliation: Dept. of Inf. Studies, Sheffield Univ., UK

Journal: Aslib Proceedings-New Information Perspectives vol.51, no.3 p.78-90

Publisher: Aslib,

Publication Date: March 1999 Country of Publication: UK

CODEN: ASLPAO ISSN: 0001-253X

SICI: 0001-253X(199903)51:3L.78:UKRN;1-7

Material Identity Number: H179-1999-003

Language: English

Copyright 1999, IEE

...Abstract: paper discusses the ways in which regional newspapers in the UK have reacted to the challenges posed by the Internet. A detailed evaluation of the **Web sites** for 25 regional newspapers demonstrated clear audience trends and a certain consensus of styles and features. The level of commercial **activity** in the form of **advertising** was found to be generally low, and the strategies to promote local business involvement varied. Nine of these 25 newspapers **responded** to a questionnaire that sought to gauge levels of awareness of industry developments, how the operation is currently managed and what expectations are held for...

...Identifiers: **Web sites** ; ...

...commercial **activity** ; **advertising** ;

21/3,K/2 (Item 2 from file: 2)

DIALOG(R) File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

6123246

**Title:** Remote advantage [Compaq server]

Author(s): Davis, B.

Journal: InformationWEEK no.707 p.110, 112

Publisher: CMP Media Inc,

Publication Date: 2 Nov. 1998 Country of Publication: USA

CODEN: INFWE4 ISSN: 8750-6874

SICI: 8750-6874(19981102)707L.110:RACS;1-0

Material Identity Number: I819-1998-015

Language: English

Copyright 1999, IEE

**Title:** Remote advantage [Compaq server]

...Abstract: sales force is turning into a remote-access infrastructure enhancing the company's core offerings. Affina, a Peoria, Ill., company that provides services such as **advertisement -response** monitoring, call-center outsourcing, and market research, plans to let customers access data and reports, and even monitor call-center **activity** via a Compaq Windows NT-based remote-access **server** it recently installed.

...Descriptors: **network servers**

...Identifiers: **advertisement -response** monitoring...

...call-center **activity** monitoring...

...Compaq Windows NT-based remote-access **server**

21/3,K/3 (Item 3 from file: 2)

DIALOG(R) File 2:INSPEC

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5743300 INSPEC Abstract Number: C9712-0310-010

**Title:** Web site statistics for capacity planning

Author(s): Lynch, J.A.

Author Affiliation: Syst. Services, Boston Coll., Chestnut Hill, MA, USA

Journal: Capacity Management Review vol.25, no.9 p.1, 3-11

Publisher: Demand Technol,

Publication Date: Sept. 1997 Country of Publication: USA

CODEN: CAMRE3 ISSN: 1049-2194

SICI: 1049-2194(199709)25:9L.1:SSCP;1-8

Material Identity Number: N696-97010

Language: English

Copyright 1997, IEE

**Title:** Web site statistics for capacity planning

Abstract: The article provides information that will allow a Webmaster to analyze traffic on their Web site. The author also discusses the basics including an analysis of the logs as well as information about some of the noncommercial utilities available to help the Webmaster. Over the past several years, the Web server has gained importance in most sites. Thus, it has become critical to monitor performance on that server. However, in the Internet world, monitoring performance not only includes traditional performance metrics such as CPU utilization and memory, but also includes analysis of traffic and tracking hits against the servers. Webmasters and their employers are interested in where people go online, how long people stay on the site or page, and what software they are using.

Advertisers at the site may also be interested in demographic data on people accessing the site. Another important reason for reviewing the activity logs is tracking hackers getting to your site. The main focus of the article is to discuss the steps in analyzing Web statistics and to provide information about...

...Identifiers: Web site statistics...

...Web site traffic analysis...

...Web server ; ...

...server hit tracking ; ...

...advertisers ; ...

...hacker tracking ;

21/3,K/4 (Item 1 from file: 35)

DIALOG(R) File 35:Dissertation Abstracts Online

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01714637 ORDER NO: AADAA-19944529

A study of marketing in small school districts in central and northern California, as perceived by the superintendent

Author: Halverson, John Alvin

Degree: Ed.D.

Year: 1999

Corporate Source/Institution: University of La Verne (0476)

Source: VOLUME 60/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 3215. 151 PAGES

...conducted by questionnaire of one hundred and forty-seven (147) superintendents in twenty counties in Central and Northern California. One hundred and twenty-four participants responded on a Likert scale to sixty questions. Data were analyzed using descriptive statistics, t test, and Analysis of Variance.

<italic>Findings and conclusions</italic>. This...

...limited degree in the sample school districts. While most districts make attempts to improve reputation, few have implemented new educational or teacher choice options in response to customer wants and needs. Larger and, to a lesser degree, growing districts are more inclined to implement promotional activities than the small. and often declining districts. Promotion comes in the form of written information such as brochures or fliers, web sites, press releases, and newsletters. Very little formal advertising is conducted. Marketing research is conducted to the greatest degree through written parent satisfaction surveys.

The greatest impacts on enrollment are the economic conditions in...

...and employee commitment. A focus on developing long-term relationships, both internally and externally, on mutually beneficial objectives will prepare our small public schools to respond to the rising demand for free-market, competition driven reform.

21/3,K/5 (Item 2 from file: 35)  
DIALOG(R) File 35:Dissertation Abstracts Online  
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01627483 ORDER NO: AAD98-21482

MARKETING ON THE WORLD WIDE WEB: AN EMPIRICAL INVESTIGATION OF THE RELATIONSHIP BETWEEN STRATEGY AND THE PERFORMANCE OF CORPORATE WEB SITES

Author: AUGER, PATRICE

Degree: PH.D.

Year: 1997

Corporate Source/Institution: SYRACUSE UNIVERSITY (0659)

Source: VOLUME 59/01-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 241. 221 PAGES

MARKETING ON THE WORLD WIDE WEB: AN EMPIRICAL INVESTIGATION OF THE RELATIONSHIP BETWEEN STRATEGY AND THE PERFORMANCE OF CORPORATE WEB SITES

...use can be attributed to its rapid commercialization. Today, there are thousands of firms that use the Web to conduct a broad range of business activities such as market research, customer service, advertising, and selling. The Web offers businesses the ability to interact directly with their customers and present information in an engaging hypertext, multimedia format.

In this dissertation, the relationships between strategy and the performance of corporate Web sites were investigated. The results of the study have important managerial, theoretical, and methodological implications and are based on the responses of 176 senior-level managers whose small businesses operated a corporate Web site. More specifically, the dissertation studied the relationships between business-level strategy, functional-level strategy, and three measures of Web site performance. For the business-level strategy relationships, the results revealed that multi-objective sites, especially those with a mix of transactions and image/product information objectives, had the strongest

association with the performance measures. Furthermore, a certain level of transactions as a Web site objective also appeared to be desirable as demonstrated by the relatively strong association between that objective and the financial performance of the Web sites.

For the functional-level strategy relationships, the results indicated that the importance placed by managers on advertising their Web site was strongly and positively associated with all three measures of performance. Furthermore, the frequency of Web site updates, the importance placed on market research activities, the number of order methods and payment methods available at the site, and the number of visitors to the Web sites were also positively associated with the performance of the site. The results also suggested a lack of association between firm characteristics, types of products and Web site design features, and the performance measures.

21/3,K/6 (Item 3 from file: 35)  
DIALOG(R) File 35:Dissertation Abstracts Online  
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01601834 ORDER NO: AAD98-04677

THE EFFECTS OF PRESENTATION LATENCY, HYPERMEDIA CONTROL, AND LITERARY FORMAT IN INTERNET-BASED MARKETING MESSAGES ON CONSUMERS' LEVELS OF MESSAGE COGNITION, INVOLVEMENT, AND EXPECTED SERVICE QUALITY

Author: MOSLEY-MATCHETT, JONETTA DELAINE

Degree: PH.D.

Year: 1997

Corporate Source/Institution: THE UNIVERSITY OF TEXAS AT ARLINGTON (2502 )

Source: VOLUME 58/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3221. 226 PAGES

...the effects of presentation latency, hypermedia navigation control, and literary format on consumers' message cognition, message involvement, and expectations of service quality from firms that advertise via the Internet.

Presentation latency is a uniquely Internet-based issue that involves a transmission delay that occurs as a visitor to a World Wide Web site attempts to access the various pages of information that constitute the site. Transmission delays vary according to numerous factors: the level of Internet activity occurring at the time of the visitor's access, the speed of the visitor's computer equipment, and the amount of graphical information included in each Web page. Because only one of these factors is under the direct control of marketers, the empirical evidence provided by this study helps marketers better understand the...

...in service situations, results of this study suggest that limited Internet-based delays may have no effect on--or even improve--consumers' cognitive and affective responses to marketing messages.

Another uniquely Internet-based issue regards consumers' use of hypermedia navigation through marketing presentations. Although the subjects' ability to control the sequence...

21/3,K/7 (Item 1 from file: 233)  
DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00534189 99IE05-205

Government, industry target Net fraud -- FTC creates special unit, and

council is formed to field consumer complaints

Murphy, Kathleen

Internet World , May 17, 1999 , v5 n19 p3, 1 Page(s)

ISSN: 1081-3071

... that the announcement came on the heels of a decision by the Federal Trade Commission (FTC) to create a division to regulate online shopping and advertising . Notes that industry trade groups view the FTC's move as the first step toward its becoming an Internet regulatory body. Says that the Internet Fraud Council will track trends and create forecasts of fraudulent online activity , offer training in fraud prevention and detection, and will create a complaint center to gather consumers' concerns. Adds that member companies will pay an annual membership fee, and will be able to use the council's best practices seal on their Web sites . (JC)

Descriptors: Internet; Crime; Government Regulation; Electronic Commerce; Advertising ; Electronic Shopping

21/3,K/8 (Item 2 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00507729 98IE09-001

Setting up shop; a report from the trenches -- IW hits the Web, armed with widgets and a credit card. The mission: build a business

Marlatt, Andrew

Internet World , September 7, 1998 , v4 n28 p1, 20-21, 3 Page(s)

ISSN: 1081-3071

Company Name: Yahoo Store; iCat Commerce Online

URL: <http://www.viamall.com> <http://www.icatmall.com>

... Yahoo Store or iCat Commerce Online (ICO), armed with only a browser and a credit card. Says overall goals included building a store, taking orders, tracking activity , registering with search engines, setting up reciprocal links, and taking out banner ads . Notes that ICO is free for stores with fewer than 11 items, and \$50 per month for up to 50 items, while Yahoo Store has...

Descriptors: Electronic Commerce; Retailing; Web Page Authoring; Customer Support

21/3,K/9 (Item 3 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00465681 97IE07-012

Growing a business at Net speed -- A savvy Net strategy can be the difference between slow and FAST GROWTH. Here are 12 steps you can take to maximize your company's...

Maloff, Joel

Internet World , July 1, 1997 , v8 n7 p68-70, 3 Page(s)

ISSN: 1064-3923

...by using online strategies. Says that the key steps include: doing an Internet inventory, creating a person or group within your company who will have responsibility for Web activities , targeting the solution, establishing clear objectives and functional requirements, using the Internet for soliciting bids and proposals, advertising your Web site at every opportunity, developing a workgroup strategy, creating a

user-friendly Web site that allows users to make some decisions for themselves, and thinking globally. Concludes that ``the goal is to create a solid plan that will carry...''

Descriptors: Web Management; Internet; Business; Marketing; Web Sites ; Corporate Strategy; Electronic Commerce

21/3,K/10 (Item 4 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00465568 97PJ07-025

Assessing Web site success -- Software analysis tools for a top-performing site

Anderson, Heidi

PC Today , July 1, 1997 , v11 n7 p96-100, 3 Page(s)

ISSN: 1040-6484

Assessing Web site success -- Software analysis tools for a top-performing site

Presents a buyers' guide to Web site analysis services and tools. Features information on six products from six manufacturers, including capsule reviews and vendor information for each product. Explains that these tools are designed to monitor site performance, usage patterns, and/or advertising clickthroughs and to target products to specific users. Includes six screen displays. (kgh)

Descriptors: Web Tools; Data Analysis; Marketing; Demographics; Web Sites ; Software Review

21/3,K/11 (Item 5 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00408003 95LK01-003

Online resources for small business -- Going online to market your wares

Conhaim, Wallys W

LINK-UP , January 1, 1996 , v13 n1 p6-8, 3 Page(s)

ISSN: 0739-988X

... your market and one of the markets currently online. Says most businesses making money on the net operate net-related businesses such as access providers, Web page designers, etc. Notes that online shopping, while growing, is not a significant business activity . Lists some online marketing and promotional steps a business should consider including publicizing an e-mail address and listing your business in high-traffic directories. Stresses the importance of ``doing online well'' and avoiding messy, out-of-date sites and delays in responding to e-mail. Lists 12 print resources providing online marketing. (jwb)

Descriptors: Marketing; Internet; World Wide Web; Business; Tutorial ; Planning; Advertising

File 256:SoftBase:Reviews,Companies&amp;Prods. 85-2000/Sep

(c)2000 Info.Sources Inc

File 634:San Jose Mercury Jun 1985-2000/Oct 28

(c) 2000 San Jose Mercury News

File 278:Microcomputer Software Guide 2000/Oct

(c) 2000 Reed Elsevier Inc.

## Set Items Description

S1 60211 ADVERTI? OR (AD (NOT W) HOC) OR ADS OR CLASSIFIED? OR BA-  
NNER?

S2 43833 SERVER? OR WEBSITE? OR WEB(SITE? OR PAGE?) OR WEBPAGE?

S3 953 S1(15N)S2

S4 86 PERFORMANC? OR PERFORMI? OR ACTIVIT?

S5 5 S1(5N)S4

S6 1 S5(5N)S3

S7 135 RESPOND? OR RESPONS?

S8 22 FEEDBACK?

S9 2 COST(2W)ACTION? OR (CPA (20N)S1)

S10 1 DIRECT(W)S7

S11 22 (TARGET? OR DIRECT?)(2W) ADVERTI?

S12 38 CLICK? (3N)S1

S13 149 TRACK?

S14 5 S5 OR S6

S15 37 S3(10N)(S8:S12)

S16 9 S15(15N)(S4 OR S7 OR S13)

**14/3,K/1 (Item 1 from file: 256)**  
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
(c)2000 Info.Sources Inc. All rts. reserv.

00122820 DOCUMENT TYPE: Review

PRODUCT NAMES: Advertising (830992); E-Commerce (836109)

**TITLE:** The Sizzle  
**AUTHOR:** Jeffers, Michelle Schibsted, Evantheia  
**SOURCE:** Business 2.0, p121(3) Mar 2000  
**ISSN:** 1080-2681  
**HOME PAGE:** <http://www.business2.com>

**RECORD TYPE:** Review  
**REVIEW TYPE:** Product Analysis  
**GRADE:** Product Analysis, No Rating

**REVISION DATE:** 20000530

...in Times Square that queries 'Do you indulge?' Indulge.com, an online specialty boutique, will add relationship-oriented ads to its lineup of nationally televised ads. Recent advertising activities by Pets.com, foofoo, and Ingredients.com are also described.

**14/3,K/2 (Item 1 from file: 634)**  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

10789053  
**A SAD FAREWELL TO KID-FRIENDLY OFFLINE CONTENT PROVIDER**  
San Jose Mercury News (SJ) - Sunday, October 15, 2000  
By: LARRY MAGID column  
Edition: Morning Final Section: Personal Technology Page: 1F  
Word Count: 1,029

... Alfy's Park ([www.alfy.com](http://www.alfy.com)) which bills itself as the 'Kids' Portal Playground'' is an ambitious yet sometimes confusing site for young children. The advertising-supported site has plenty of activities for kids from about 4 to 9, with about as rich a multimedia experience as you can expect from a Web site.

There is an...

**14/3,K/3 (Item 2 from file: 634)**  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

10256008  
**MORE COMPANIES OFFER FREE ACCESS WHY PAY FOR INTERNET SERVICE?**  
San Jose Mercury News (SJ) - Monday, September 13, 1999  
By: CHRIS O'BRIEN , Mercury News Staff Writer  
Edition: Morning Final Section: Business Monday Page: 1E  
Word Count: 1,641

... lifetime Internet access at no extra charge to people willing to watch ads.

In most cases, users must provide certain personal details and have

theironline activities tracked for ad targeting.

Providers' costs falling

The free ISP movement is being helped along by a significant drop in the cost of running the networks. Just as...

**14/3,K/4 (Item 3 from file: 634)**  
DIALOG(R) File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

10067016

**FIRM GIVES WEB ARTISTS A PAID FORUM**  
San Jose Mercury News (SJ) - Monday, March 8, 1999  
By: STEPHEN BUEL, Mercury News Staff Writer  
Edition: Morning Final Section: Business Monday Page: 1E  
Word Count: 1,016

...today will announce partnerships with 19 online vendors of books, music, photography, software and other goods and services. Founded in 1996 by Goldhaber, San Francisco advertising giant Jay Chiat and Silicon Valley marketing whiz Regis McKenna, the Cybergold.com Web site lets consumers earn money by reading advertising or performing other tasks online.

Consumer acceptance of this concept was slow at first but has picked up in recent months, Goldhaber said. Current membership is close...

**14/3,K/5 (Item 4 from file: 634)**  
DIALOG(R) File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

09092064

**PARDON ME, BUT DO YOU HAVE A LISTING OF JOB SITES ON THE WEB I MIGHT PERUSE?**  
San Jose Mercury News (SJ) - Wednesday, April 2, 1997  
By: GREG CARPLUK column  
Edition: Morning Final Section: Getting Ahead Page: 13G  
Word Count: 663

... provides links to information for both new and experienced job hunters, including a listing of job pages for 500 companies, links to newspaper and magazine classified ads, some basic information on performing company research, a link to join the Interbiznet Job search mailing list and a link to a DejaNews query that allows novice users to perform...  
?

**16/3,K/1 (Item 1 from file: 256)**  
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
(c)2000 Info.Sources Inc. All rts. reserv.

00122238 DOCUMENT TYPE: Review

**PRODUCT NAMES: Enterprise Reporter 5.01 (776599)**

**TITLE: Web Reporter: WebManage's Enterprise Reporter...**  
**AUTHOR: Schultz, Keith**  
**SOURCE: InternetWeek, v801 p36(2) Feb 21, 2000**  
**ISSN: 0746-8121**  
**HOMEPAGE: http://www.internetwk.com**

**RECORD TYPE: Review**

**REVIEW TYPE: Review**

**GRADE: A**

**REVISION DATE: 20000730**

...or post-processing files need to be used. One feature that is new to Enterprise Reporter is the ability to process log files from multiple servers ; it also does an excellent job tracking ad views and click-throughs. Enterprise Reporter does have problems resolving the names of some international domains.

**16/3,K/2 (Item 2 from file: 256)**  
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
(c)2000 Info.Sources Inc. All rts. reserv.

00118529 DOCUMENT TYPE: Review

**PRODUCT NAMES: SelectResponse 3.0 (728314); SelectCast (677337)**

**TITLE: Increase Your Bottom Line: Automate Customer Service and Marketing**  
**AUTHOR: Edwards, Larry M**  
**SOURCE: e-Business Advisor Magazine, v17 n7 p30(4) Jul 1999**  
**ISSN: 1098-8912**  
**HOMEPAGE: http://www.advisor.com**

**RECORD TYPE: Review**

**REVIEW TYPE: Review**

**GRADE: B**

**REVISION DATE: 20000830**

...in order to satisfy the customer and avoid escalation to the next level. SelectCast maximizes online and direct-mail response rates and personalizes and targets responses for identified behavioral groups or categories. SelectCast comprises three modules: Ad Server profiles online user behavior and selectively targets advertisements ; Commerce profiles user behavior and promotes products and services to interested audiences; and Content manages document input streams, builds information channels, and presents customized information...

**16/3,K/3 (Item 3 from file: 256)**  
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
(c)2000 Info.Sources Inc. All rts. reserv.

00116370

DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Marketing (835552); Advertising (830992)

TITLE: Bogus Clickers Are Cheating Ad Networks

AUTHOR: Ward, Jacob

SOURCE: Industry Standard, p28(2) Apr 19, 1999

ISSN: 1098-9196

HOMEPAGE: <http://www.thestandard.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 19990530

Many World Wide Web site clicks counted in calculating advertising revenues are generated not from future customers, but from shareware programs that imitate customer activities and help users collect fees. The method is easy, low-cost, and legal. Banner Brokers, an ad network, realized that it was losing money to...

16/3,K/4 (Item 4 from file: 256)

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.

(c) 2000 Info.Sources Inc. All rts. reserv.

00116149

DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Marketing (835552); Advertising (830992)

TITLE: The Banners Yet Wave

AUTHOR: Ward, Jacob

SOURCE: Industry Standard, p34(2) Feb 22, 1999

ISSN: 1098-9196

HOMEPAGE: <http://www.thestandard.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 19990730

...the decades. There is no clear agreement on what kind of advertisers should now use banners. Professionals do agree that banners are most useful for direct response advertising, rather than brand awareness advertising. One such method is to refrain from simply sending a surfing consumer to another Web site, but rather, enabling an interactive mechanism, such as quick e-mail for further information about a product. Using banners, some advertisers have tried to saturate...

16/3,K/5 (Item 5 from file: 256)

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.

(c) 2000 Info.Sources Inc. All rts. reserv.

00106615

DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Marketing (835552); Advertising (830992)

TITLE: Get Me The Money

AUTHOR: Carr, Jim  
SOURCE: NewMedia, v8 n1 p55(1) Jan 13, 1998  
ISSN: 1060-7188  
HOMEPAGE: <http://www.newmedia.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 19980730

...DoubleClick, Adbot, and Softbank Interactive Marketing, place banner ads on a site, and connect with the ad agency media buyer. The networks deliver, rotate, and track ads, provide the advertiser with click-through rates, and pay the World Wide Web site operator for the space. Different networks appeal to different types of advertisers. Networks also differ in the way they pay the Web site operators for display ads. Payment is usually based on the Web site's established cost-per-thousand rate, while others pay a pre-established rate. Others split revenues with the site. Other services, such as narrowline, take...

16/3,K/6 (Item 6 from file: 256)  
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
(c)2000 Info.Sources Inc. All rts. reserv.

00102688 DOCUMENT TYPE: Review

PRODUCT NAMES: ClickWise (672271)

TITLE: ClickWise Relieves Ad Tracking Drudgery  
AUTHOR: Schultz, Keith  
SOURCE: Communications Week, v662 p1(2) May 7, 1997  
ISSN: 0746-8121

RECORD TYPE: Review  
REVIEW TYPE: Review  
GRADE: A

REVISION DATE: 19980228

AdKnowledge's ClickWise presents managers with a new tool to generate reports and statistics for Web-based advertisements. ClickWise reports track how many times a particular advertisement has been selected. It also automates the ad insertion process. World Wide Web sites often use CGI scripts to rotate ads or images every time a page is accessed, but there has not been any way to track how many clickthroughs occur for each ad. The...

16/3,K/7 (Item 7 from file: 256)  
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
(c)2000 Info.Sources Inc. All rts. reserv.

00100711 DOCUMENT TYPE: Review

PRODUCT NAMES: Market Focus 3 (590401)

TITLE: Market Focus 3: power that comes with a price  
AUTHOR: Strom, David  
SOURCE: InfoWorld, v19 n7 pIW/3(2) Feb 17, 1997

ISSN: 0199-6649

HOMEPAGE: <http://www.infoworld.com>

RECORD TYPE: Review

REVIEW TYPE: Review

GRADE: B

REVISION DATE: 19971130

Interse's Market Focus 3, a World Wide Web server analysis tool, gets good marks overall for tools that track advertising click-throughs and users on more than one Web server. However, if users just want a simple tool that aggregates statistics from one server, Market Focus 3 has too much horsepower. Advantages include robust tools...

**16/3,K/8 (Item 8 from file: 256)**

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.

(c) 2000 Info.Sources Inc. All rts. reserv.

00092091 DOCUMENT TYPE: Review

PRODUCT NAMES: PointCast Network (596728)

TITLE: Interactive Viewer Gets Right to the Point

AUTHOR: Bernstein, Judith H

SOURCE: NetGuide, v3 n5 p45(1) May 1996

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20000830

...of information to pull in from Reuters, PR Newswire, ESPN's SportsTicker, and Accu-Weather. Tools include a weather map for particular areas; Companies, for tracking stocks; and a built-in browser that takes users to an advertiser's World Wide Web site when an ad is clicked from the screen saver or in an interactive viewer window. PointCast shows updates according to a user-established schedule via a dial-up connection. The...

**16/3,K/9 (Item 1 from file: 634)**

DIALOG(R) File 634:San Jose Mercury

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10313155

**PRIVACY ADVOCATES TO TRACK SOFTWARE REALNETWORKS CASE SPURS BROADER LOOK AT DATA COLLECTION**

San Jose Mercury News (SJ) - Tuesday, November 9, 1999

By: DEBORAH KONG, Mercury News Staff Writer

Edition: Morning Final Section: Business Page: 1C

Word Count: 730

...pointing to the RealNetworks case as proof that it's necessary.

The debate comes as sophisticated technology allows companies to build profiles of consumers by tracking which Web sites they visit, which parts of sites they check out and what ads they click on. Companies use that data to deliver ads they hope are more relevant to consumers'

interests.

"All of this can take place without my knowledge...  
?

20/3,K/1 (Item 1 from file: 9)

DIALOG(R) File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02625830 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Flycast Communications spins a Web banner to track ROI  
(Flycast Communications was just launched in UK; company acquires banner advertising space from Web sites and sells it on to clients through Flycast Network).

Precision Marketing, p 8

October 25, 1999

DOCUMENT TYPE: Journal ISSN: 0955-0836 (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 168

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...The company acquires banner advertising space from hundreds of Web sites and sells it on to clients through the Flycast Network.

Behavioural targeting shifts clients' ads to best-performing sites, which the firm says will raise response rates .

Flycast European general manager, Henrik Smith, acknowledges that Web banner advertising in the UK has not been particularly successful to date, but says being able...

20/3,K/2 (Item 1 from file: 810)

DIALOG(R) File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0809290 BW1051

COX INTERACTIVE: Cox Interactive Media Offers DART Technology To Advertisers

February 16, 1998

Byline: Business Editors

...part of the agreement include Spotlight(SM), a service for tracking user activity beyond the banner; ClickBoosters(SM), for automated placement of banners on those Web site pages most likely to generate the highest response rates ; and Syndicate(SM), a program that will allow CIM to manage co-branded sites and partnerships effectively.

In addition to CIM, companies utilizing DoubleClick DART...

20/3,K/3 (Item 1 from file: 813)

DIALOG(R) File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1295098 NYF001

DoubleClick Launches In France; Expanding Global Network Creates International Web Advertising Standard

DATE: June 19, 1998 08:02 EDT WORD COUNT: 1,085

... Spotlight, a service for tracking user activity beyond the banner; and ClickBoosters, DoubleClick's proprietary intelligent marketing agent for automated placement of banners on those Web site pages most likely to generate the highest response rates .

About DoubleClick, Inc.

DoubleClick, Inc. (www.doubleclick.net) is a leading provider of comprehensive global Internet advertising solutions for marketers and Web publishers. Combining technology...

**20/3,K/4 (Item 2 from file: 813)**

DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1142120 NYTU094

**DoubleClick Launches First International Web Advertising Network in Japan**

DATE: August 19, 1997 16:02 EDT WORD COUNT: 986

... Spotlight, a service for tracking user activity beyond the banner; and ClickBoosters, DoubleClick's proprietary intelligent marketing agent for automated placement of banners on those Web site pages most likely to generate the highest response rates .

About DoubleClick Inc.

DoubleClick Inc, (http://www.doubleclick.net) is the leading Internet advertising solutions company. Combining state-of-the-art technology and media expertise...

**20/3,K/5 (Item 1 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

03728675 Supplier Number: 48060132 (USE FORMAT 7 FOR FULLTEXT)

**DOUBLECLICK: DoubleClick launches web advertising network in the UK**

M2 Presswire, pN/A

Oct 20, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 842

... for advertisers wanting to track user activity beyond the banner; and ClickBoosters, DoubleClick's proprietary intelligent marketing agent for automated placement of banners on those Web site pages most likely to generate the highest response rates .

Catalyst of Global Internet Advertising The launch of DoubleClick UK is consistent with the recent start of several international marketing initiatives currently being executed by DoubleClick, Inc. By the end...  
?

22/3,K/1 (Item 1 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02648297 (USE FORMAT 7 OR 9 FOR FULLTEXT)

XOOM.com rewards for Internet activity

(XOOM.com, direct e-commerce company, has 10.5 mil US customers; the firm is planning a UK launch that includes offers of loyalty points for online activity)

Precision Marketing, p 8

November 15, 1999

DOCUMENT TYPE: Journal ISSN: 0955-0836 (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 202

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...earn points while shopping on the Web with XOOM-approved merchants.

Members, who can access XOOMPoints and review their account balances via the company's Web site, are also rewarded for non-purchase activity such as clicking on banners, completing online surveys and responding to E-mails from XOOM.com or MyPoint's advertising clients.

The new XOOMPoints service allows points to be redeemed for tailored services including frequent...

22/3,K/2 (Item 2 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02105528 (USE FORMAT 7 OR 9 FOR FULLTEXT)

NetRatings debuts Web planning service

(NetRatings is introducing Online Observer, a Web audience tracking service ).

Advertising Age, v 69, n 13, p 40+

March 30, 1998

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 485

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...mix," said Mr. Wright.

AUDIENCE ACTIVITY ON BANNERS

With Online Observer, media planners can see detailed information on audience activity on their Web sites and banner ads, including reach, click-through, referring site and destination site.

In addition, Online Observer provides demographic and behavioral information such as age, income and occupation for users viewing and...

22/3,K/3 (Item 3 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01946532 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Media buyers want more from Web site audits  
(Presently, only around 20% of the 1,200 to 1,500 ad-supported Web sites  
are audited)**

Advertising Age, v 68, n 38, p 29

September 22, 1997

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 975

**ABSTRACT:**

...companies. Another issue is that many advertisers say they want more than just traffic reports from third-party auditors. They want to verify delivery of ad impressions, click-through rates and other ad activity at the site. While numerous Web sites do provide advertisers with reports showing ad impressions delivered and click-through rates, generated either in-house or by software companies such as NetGravity and Focalink, advertisers say they need this information to be verified by...

**22/3,K/4 (Item 1 from file: 810)**

DIALOG(R) File 810:Business Wire

(c) 1999 Business Wire . All rts. reserv.

0686254 BW0222

**CLICKOVER: ClickOver, Inc. Announces Strategic Partnerships With Accrue, Affinicast, Andromedia, Firefly, Net Perceptions and Verisign; Alliances Give Advertisers and Electronic Publishers Unprecedented Power and Flexibility in Targeting and Tracking Electronic Advertisements**

March 31, 1997

Byline: Business Editors and Computer Writers

...advanced advertising management integrated with live activity analysis and reporting. The web site analysis software will have the ability to explicitly record and report on ClickOver generated ad content and serve user profile information into the ClickWise Ad Prioritizer process to enable more targeted ad serving.

"ClickOver's technology is very compatible with..."

**22/3,K/5 (Item 2 from file: 810)**

DIALOG(R) File 810:Business Wire

(c) 1999 Business Wire . All rts. reserv.

0670019 BW1069

**PROFILE NETCOUNT: Corporate Profile for NetCount, LLC, dated Feb. 7, 1997**

February 07, 1997

Byline: Business Editors

...media buyers and advertisers.  
Product Offerings

NetCount/Price Waterhouse AdCount (shipped October 1996)  
Subscription service provides online reports of advertiser activity including: Impressions (views of ads), Click-Throughs clicks on

ads ), and Ad Transfers ( clicks on ads which successfully deliver the user to the advertiser's Web site).

NetCount/Price Waterhouse Plus Service (shipped October 1995)  
Subscription service provides online reports detailing...

**22/3,K/6 (Item 1 from file: 813)**  
DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1035321 SFW024  
**Marketwave Releases First Web Traffic Tool To Track Advertising Banners, Click-Through Rates and Impressions**

DATE: December 18, 1996 10:01 EST WORD COUNT: 708

... about ad banners and allows Web marketers to generate reports based on the site's ad banners, reports on impressions, page views, click through and click -through rates. The Advertising Performance report allows Web marketers to track how their advertising is performing on other Web sites and compare the results to the statistics that the Web site provides. It generates reports on the success of your ad banners on other sites, providing such information as page views, click through and click through rates. These features highlight nearly 50 new advertising-related features including...

**22/3,K/7 (Item 1 from file: 621)**  
DIALOG(R)File 621:Gale Group New Prod.Annou. (R)  
(c) 2000 The Gale Group. All rts. reserv.

02264179 Supplier Number: 58316017 (USE FORMAT 7 FOR FULLTEXT)  
**Prize Central Networks is Most Popular Game Network On the Internet.**  
Business Wire, p0510  
Dec 20, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 488

... online games networks are shaping up to be a significant consumer market."

Players on Prize Central Networks, Inc. sites earn "tokens" for a variety of activities , from playing games, to viewing ads , to clicking through to affiliate websites . These tokens are then exchangeable for cash, gift certificates, vacations and other consumer products. Prize Central Networks captures customer loyalty through a unique points system

**22/3,K/8 (Item 2 from file: 621)**  
DIALOG(R)File 621:Gale Group New Prod.Annou. (R)  
(c) 2000 The Gale Group. All rts. reserv.

02171203 Supplier Number: 55746302 (USE FORMAT 7 FOR FULLTEXT)  
**Prize Central Networks is Second Most Popular Online Entertainment and Rewards Site on the Internet.**  
Business Wire, p0756  
Sept 14, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade

Word Count: 504

... significant consumer market online customer rewards programs are shaping up to be."

Players on Prize Central Networks, Inc. sites earn "tokens" for a variety of **activities**, from playing games, to viewing **ads**, to **clicking** through to affiliate **websites**. These tokens are then exchangeable for cash, gift certificates, vacations and other consumer products. Prize Central Networks captures customer loyalty through a unique points system

...  
?

23/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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02117249 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Web ratings lists make or break some ad deals  
(Monthly ratings lists can be deal-makers or deal-breakers in the world of Internet advertising; sites work diligently to make sure traffic is counted correctly)

Advertising Age, v 69, n 15, p 26=

April 13, 1998

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1047

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...year, newcomers have entered the field, including RelevantKnowledge, founded by former Turner Entertainment executives, and NetRatings, which published its first Web ratings report last week, tracking banner activity as well as Web site visits.

And the competition is only going to intensify in July, when Nielsen Media Research launches its Web ratings service, which will probably be called...

23/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01582637 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Tracking Web Traffic

(Wunderman Cato Johnson begins using proprietary Web tracking system called MediaTrak to monitor traffic on clients' sites)

AdWeek East, v XXXVII, n 33, p 6

August 12, 1996

DOCUMENT TYPE: Journal ISSN: 0199-2864 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 301

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...up its push into the market, which has been donated by I/PRO in San Francisco.

Other agencies use outside vendors when evaluating sites for banners , and many track client site activity through server logs, which automatically record user traffic. Zwick said MediaTrak captures data typically designated for sites' server logs, whether the site is on WCJ's server...

23/3,K/3 (Item 1 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0929160 BW1396

NIELSEN MEDIA RESEARCH: Nielsen Media Research and NetRatings in Strategic

**Alliance to Deliver New Internet Measurement Service**

October 27, 1998

Byline: Business Editors

...accurately and completely tracks Internet user activity. Nielsen Media Research is putting together the industry's most representative panel of Internet users. NetRatings measurement software **tracks web site activity**, and is uniquely capable of **tracking advertising activity**.

As a result, the new service can **track advertising exposures**, provide projectable demographic information on the exposures, and determine the effectiveness of advertising in reaching various demographic groups.

Under the terms of the...

**23/3,K/4 (Item 1 from file: 813)**  
DIALOG(R) File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1442527 SFTU038

**AboveNet's High Performance Network Selected to Speed Nielsen NetRatings Audience Tracking Service**

DATE: March 23, 1999 07:31 EST WORD COUNT: 743

...from NetRatings.

The Nielsen NetRatings service combines the two critical components of high-quality audience measurement: a projectable panel, and technology that accurately and completely **tracks Internet user activity**. NetRatings measurement software **tracks Web site activity**, and is uniquely capable of **tracking advertising activity**. As a result, the new service can **track advertising exposures**, provide projectable demographic information on the exposures, and determine the effectiveness of advertising in reaching various demographic groups

"Our founding principle is to...

**23/3,K/5 (Item 2 from file: 813)**  
DIALOG(R) File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1391456 NEM037

**IDG's Network World Fusion Reports 19% Increase in Registered Users**

DATE: December 14, 1998 11:23 EST WORD COUNT: 602

...site for Network World -- the nation's leading newsweekly for enterprise network computing. The true value of Network World Fusion, according to Roskey, is the **Web site's ability to not only track member activity and provide customized information to advertisers, but also to verify audience demographics so advertisers know the value of every Network IS professional visiting Network World Fusion.**

"Simple page impressions are only..."

**23/3,K/6 (Item 1 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

03830581 Supplier Number: 48319810 (USE FORMAT 7 FOR FULLTEXT)

**PROFILING VIA WEB ADVANCES PURCHASING OPPORTUNITIES**

Retail Delivery Systems News, v3, n4, pN/A

Feb 27, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 1002

... patterns of consumers -- will be able to use that knowledge two ways:

To target the appropriate products to increase interest and sales; and

To give advertisers on Web sites more confidence in tracking the effectiveness of ads .

"We're collecting activity across a person's site visits and rolling it up into a global database," Schaut says.

Future Distribution

Although many Web retailers currently use profiles...

**23/3,K/7 (Item 2 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

03816576 Supplier Number: 48280337 (USE FORMAT 7 FOR FULLTEXT)

**WATCH YOUR BACK THROUGH THE WEB User Profiles Link EC To Inventory**

Electronic Commerce News, v3, n6, pN/A

Feb 9, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; General

Word Count: 1166

... patterns of consumers -- will be able to use that knowledge two ways:

To target the appropriate products to increase interest and sales; and

To give advertisers on Web sites more confidence in tracking the effectiveness of ads .

"We're collecting activity across a person's site visits and rolling it up into a global database," Schaut says.

Future Distribution

Although many Web retailers currently use profiles...

**23/3,K/8 (Item 3 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02971494 Supplier Number: 46053600 (USE FORMAT 7 FOR FULLTEXT)

**New, Exclusive EMR Feature Monthly Web Ad Revenue Totals \$4.7 Million In December 1995**

Electronic Marketplace Report, v10, n1, pN/A

Jan 9, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 337

... Net will guarantee advertisers 675,000 user impressions per quarter.

More and more Web sites, in fact, are guaranteeing minimum usage numbers to soothe anxious **advertisers**. Despite the flurry of **activity** on the Web **tracking** and auditing front, no standard has emerged. Therefore, at the present time, guarantees seem to be the only way advertisers can measure the effectiveness and...

23/3,K/9 (Item 1 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2000 The Gale Group. All rts. reserv.

02246646 Supplier Number: 57889272 (USE FORMAT 7 FOR FULLTEXT)  
**Video Research Ltd. Formed Video Research Net-com Ltd. an Internet Audience Research Company in Japan.**  
Business Wire, p1660  
Dec 1, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 592

... this rapidly growing medium. Video Research Net-com covers four critical areas of Internet audience research and marketing: 1) Panel based Internet audience research, 2) **Web site traffic measurement**, 3) **Tracking of advertising activities** and exposures and 4) **Tracking of e-commerce transactions**.

In measuring Internet audiences, Net-com uses metering methodology developed by NTT, licensed through NTT Advanced Technologies, to measure actual Internet...

...households are under measurement in Japan with the test data due to be delivered in January 2000. Commercial services will follow in April 2000.

To **track advertising activities** and exposures, Video Research Net-com employs **Web site measuramanet** technology developed by IMR World Wide Pty. Ltd.- the most accurate site measurement technology available in the world. By measuring "browser" activity rather than...

23/3,K/10 (Item 2 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2000 The Gale Group. All rts. reserv.

02193397 Supplier Number: 56054022 (USE FORMAT 7 FOR FULLTEXT)  
**AdForce Debuts Online Tracking Technology to Measure Ad Campaign ROI; AdForce Introduces TrackForce.**  
Business Wire, p1153  
Oct 7, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1047

AdForce, Inc. (NASDAQ: ADFC), a leading provider of centralized, outsourced ad management and delivery services on the Internet, announces **TrackForce** (TM), a digital-based **tracking** tool that empowers **Advertisers** to monitor **web site activity**, providing them with ROI information to make informed ad campaign decisions. AdForce developed **TrackForce** to address the needs of advertisers and agencies who are committed to optimizing online ad performance, effectiveness, and ROI for their clients. **TrackForce** helps online...

23/3,K/11 (Item 3 from file: 621)

DIALOG(R) File 621:Gale Group New Prod.Annou.(R)  
(c) 2000 The Gale Group. All rts. reserv.

01421796 Supplier Number: 46680598 (USE FORMAT 7 FOR FULLTEXT)  
**BroadVision Introduces THE ANGLE. The First Site with a Brain. Yours. New Service Offers Unparalleled Personalization on the Web Using State-of-the-Art One-To-One Technology from BroadVision, Inc.**

Business Wire, p09030048

Sept 3, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1287

... URL links are maintained, determining if certain sites are becoming dead or inactive and ensuring that information on THE ANGLE is always fresh. Reporting tools track Web site activity and provide reports to determine advertising value.

Revenue Model: Co-Branding/Advertising

THE ANGLE is free to users. No registration or subscription is required. However, users are advised to create their...

23/3,K/12 (Item 1 from file: 570)

DIALOG(R) File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01845680 Supplier Number: 58936156 (USE FORMAT 7 FOR FULLTEXT)

**Net Trackers Vie for Clients Seeking Cyber Dirt.**

REINHOLZ, MARY

Cable World, v11, n28, p38

July 12, 1999

ISSN: 1042-7228

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1583

... VP-interactive services for Nielsen Media Research, said his company's partnership with Net Ratings makes it the "only service today that not only can track activity on Web sites , but also reports on advertising activity ." He said the company contacts people personally through random digit dialing, contending, "The personal approach gives the best quality panel."

According to Nail, Media Metrix...

23/3,K/13 (Item 2 from file: 570)

DIALOG(R) File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01642444 Supplier Number: 48259317 (USE FORMAT 7 FOR FULLTEXT)

**The Big Payoff**

Briggs, Rex

Advertising Age, p8A

Feb, 1998

ISSN: 0001-8899

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 600

... type of information and feedback currently collected from television advertising. To address this need, MBinteractive has developed

systems and research methodologies with the ability to **track** all major online marketing **activity** - ranging from **ad banners** to a targeted Web site communication.

The power of the insight is substantial. Brands that had previously relied on impressions, clickthrough and the knowledge that...

**23/3,K/14 (Item 3 from file: 570)**

DIALOG(R) File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01542412 Supplier Number: 46287937

**Software Lets Web Advertisers Track Results**

DM News, p15

April 8, 1996

ISSN: 0194-3588

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

**ABSTRACT:**

NetCount LLC has rolled out AdCount, a software that allows an **advertiser** **track** **activity** on **ads** it places on **Web sites**. The company is claimed to be the first Web measurement company to let an advertiser to assess on its own computer the kind of action...  
?

Set	Items	Description
S1	48131	ADVERTI? OR (AD (NOT W) HOC) OR ADS OR CLASSIFIED? OR BA- NNER?
S2	27009	SERVER? OR WEBSITE? OR WEB()SITE? OR PAGE?) OR WEBPAGE?
S3	493	S1 AND S2
S4	31	PERFOMANC? OR PERFORMI? OR ACTIVIT?
S5	7	S1(5N)S4
S6	7	S5(5N)S3
S7	70	RESPOND? OR RESPONSI?
S8	2	FEEDBACK?
S9	0	COST(2W)ACTION? OR (CPA (20N)S1)
S10	0	DIRECT(W)S7
S11	16	(TARGET? OR DIRECT?)(2W) ADVERTI?
S12	6	CLICK? (3N)S1
S13	9	TRACK?
S14	2	S6 (5N)(S7:S13)
S15	99	ADVERTI?(5N)(SERVER? OR PROXY?)
S16	29	ADVERTI?(5N)(WEBSITE? OR WEB()SITE? OR PAGE?) OR WEBPAGE?)
S17	5	S6 NOT S14
S18	10	S15 AND S16
S19	9	S18 NOT S5
S20	1	AFFILIAT?(3N)S2

14/3,K/1 (Item 1 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

012795125 \*\*Image available\*\*

WPI Acc No: 1999-601355/199951

XRPX Acc No: N99-443331

**Targeted advertising method for marketing products**

Patent Assignee: NET SANITY INC (NETS-N)

Inventor: CLARKE F; ELLIOTT D

Number of Countries: 086 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9950775	A1	19991007	WO 99US6632	A	19990325	199951 B
AU 9937412	A	19991018	AU 9937412	A	19990325	200010

Priority Applications (No Type Date): US 9852200 A 19980331

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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WO 9950775	A1	E	51 G06F-017/60
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Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9937412	A	G06F-017/60	Based on patent WO 9950775
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Abstract (Basic):

... Enables performing targeting of advertisements effectively

...

14/3,K/2 (Item 1 from file: 347)

DIALOG(R) File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

06397015 \*\*Image available\*\*

METHOD FOR PROVIDING PRINTABLE PAGE AND DEVICE DISTRIBUTING HARD COPY

PUB. NO.: 11-338666 [JP 11338666 A]

PUBLISHED: December 10, 1999 (19991210)

INVENTOR(s): WEI-MEN CHI

JAMES F LYONS

ROBERT E STEVEN JR

APPLICANT(s): HEWLETT PACKARD CO &lt;HP&gt;

APPL. NO.: 11-120003 [JP 99120003]

FILED: April 27, 1999 (19990427)

PRIORITY: 75559 [US 75559], US (United States of America), May 04, 1998  
(19980504)

#### ABSTRACT

PROBLEM TO BE SOLVED: To enable tracking by generating a JAVA applet advertisement banner and distributing print contents by performing a process for formatting a printable page at a request from a user agent.

SOLUTION: The user of a user system 14 transfers a request...

17/3,K/1 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

013023949 \*\*Image available\*\*

WPI Acc No: 2000-195800/200017

XRPX Acc No: N00-144840

Computer system for delivery of advertisements, selects advertising content corresponding to selected advertiser node, for display at user node based on prior activities of user in advertiser web site

Patent Assignee: DOUBLECLICK INC (DOUB-N)

Inventor: MERRIMAN D A; O'CONNOR K J

Number of Countries: 080 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200008802	A2	20000217	WO 99US16999	A	19990727	200017 B
AU 9952349	A	20000228	AU 9952349	A	19990727	200030

Priority Applications (No Type Date): US 9895146 A 19980803

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200008802 A2 E 21 H04L-012/00

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

AU 9952349 A H04L-012/00 Based on patent WO 200008802

Computer system for delivery of advertisements, selects advertising content corresponding to selected advertiser node, for display at user node based on prior activities of user in advertiser web site

Abstract (Basic):

... from user node and feedback signal from advertiser node. The advertising content corresponding to selected advertiser node for display at user node, is selected at server node based on prior activities of user at advertiser web site .

17/3,K/2 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

012851367 \*\*Image available\*\*

WPI Acc No: 2000-023199/200002

XRPX Acc No: N00-017283

Computer implemented method for indicating effectiveness of internet marketing campaign

Patent Assignee: STRAIGHT UP SOFTWARE INC (STRA-N); STRAIGHTUP SOFTWARE INC (STRA-N)

Inventor: BOLT T B; D'EON C E

Number of Countries: 022 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9954828	A1	19991028	WO 99US8747	A	19990420	200002 B
US 6006197	A	19991221	US 9862877	A	19980420	200006
AU 9936592	A	19991108	AU 9936592	A	19990420	200014

Priority Applications (No Type Date): US 9862877 A 19980420

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
WO 9954828 A1 E 25 G06F-013/00

Designated States (National): AU CA JP

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU  
MC NL PT SE

AU 9936592 A G06F-013/00 Based on patent WO 9954828  
US 6006197 A H04N-001/413

Abstract (Basic):

... identification along with first network path. On receiving first network path, the second network path including visitor identification is returned to user. The subsequent transactional activity related to products promoted by advertisements is associated with visitor identification. The subsequent transactional activities also includes initiation and completion of computer software downloaded from one or more sites on network...

17/3,K/3 (Item 3 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

011684928 \*\*Image available\*\*

WPI Acc No: 1998-101838/199810

XRPX Acc No: N98-081597

Digital advertising system for data recording and replay - has ISDN network with multiple user terminals and server that links with other networks for administering data sets

Patent Assignee: KINGS GYM GMBH (KING-N)

Inventor: PIECH M; SCHULTHEIS M; VON SWIONTEK R

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
DE 19629852	A1	19980129	DE 1029852	A	19960724	199810 B

Priority Applications (No Type Date): DE 1029852 A 19960724

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

DE 19629852 A1 29 G06F-017/30

...Abstract (Basic): modem. Such networks have system servers (22) that are arranged such that a range of information may be placed on the networks, ranging from the advertisement of business and commercial activities through to social activities...

17/3,K/4 (Item 1 from file: 347)

DIALOG(R) File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

06569970 \*\*Image available\*\*

METHOD FOR DISTRIBUTING SERVICE REQUEST AND ADDRESS CONVERTING DEVICE

PUB. NO.: 20-00155736 [JP 2000155736 A]

PUBLISHED: June 06, 2000 (20000606)

INVENTOR(s): KANEHARA FUMIKAZU

APPLICANT(s): NEC CORP

APPL. NO.: 10-332121 [JP 98332121]

FILED: November 24, 1998 (19981124)

ABSTRACT

PROBLEM TO BE SOLVED: To distribute requests from clients to servers without preparing a special mechanism at a client and performing session management by making each **classified** group of addresses of clients correspond to one server.

SOLUTION: The address converting device 106 monitors a router 107 and packets from the server sides...

17/3,K/5 (Item 2 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

05546170 \*\*Image available\*\*  
METHOD FOR REGISTERING ADVERTISEMENT INFORMATION

PUB. NO.: 09-160970 [JP 9160970 A]  
PUBLISHED: June 20, 1997 (19970620)  
.INVENTOR(s): SATO TAKAYA  
TAKEDA TOSHIO  
ISHIDA HIROSHI  
HOSOKAWA KATSUYA  
APPLICANT(s): TOPPAN PRINTING CO LTD [000319] (A Japanese Company or  
Corporation), JP (Japan)  
APPL. NO.: 07-317872 [JP 95317872]  
FILED: December 06, 1995 (19951206)

ABSTRACT

PROBLEM TO BE SOLVED: To change/update registered advertisement information without troublesomeness and hindering **advertisement** desire in an **advertisement** information registering method for performing the registration of the **advertisement** information requested by **advertisement** client by a computer system...

?

19/3,K/1 (Item 1 from file: 350)

DIALOG(R) File 350:Derwent WPIX  
(c) 2000 Derwent Info Ltd. All rts. reserv.

013380702 \*\*Image available\*\*

WPI Acc No: 2000-552640/200051

XRPX Acc No: N00-409068

Internet advertising management system in world wide web hyper-link system, stores address information on system so that perusal information on internet advertisement is managed

Patent Assignee: HITACHI JOHO SYSTEMS KK (HITA-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2000215136	A	20000804	JP 9917829	A	19990127	200051 B

Priority Applications (No Type Date): JP 9917829 A 19990127

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2000215136	A	6	G06F-013/00	

Abstract (Basic):

... The web pages containing internet advertisement stored by WWW server computer on screen of each user terminal (21), are displayed via network. The portion of header information on internet advertising data maintained by WWW server computer, is made to store address information on management system so that perusal information on internet advertisement is managed.

19/3,K/2 (Item 2 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

013310596 \*\*Image available\*\*

WPI Acc No: 2000-482533/200042

XRPX Acc No: N00-358777

Internet advertising system, supplies advertisement that matches for specific view-option to viewer based on results achieved by previous display of that advertisement on various web sites

Patent Assignee: FLYCAST COMMUNICATIONS CORP (FLYC-N)

Inventor: FRADIN R; KAY H

Number of Countries: 084 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200038074	A1	20000629	WO 99US29419	A	19991210	200042 B
AU 200023580	A	20000712	AU 200023580	A	19991210	200048

Priority Applications (No Type Date): US 98216206 A 19981218

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 200038074	A1	E	30	G06F-013/00

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200023580 A G06F-013/00 Based on patent WO 200038074

Internet advertising system, supplies advertisement that matches for specific view-option to viewer based on results achieved by previous display of that advertisement on various web sites

Abstract (Basic):

Web server system has advertisement database and viewer information database. A bid selection logic chooses a bid for advertisement from bidding agents that matches for a particular view-option. Based on the results achieved by previous display of a particular advertisement on web sites, that meets specifications of view-option, the advertisement is supplied to viewer.

For selectively providing advertisements on screens of computers connected to Internet, based on evaluated effectiveness of advertisement on various web sites.

...

The frequency of particular advertisement is increased, when it is proved to be effective based on evaluation from previous display of that advertisement in various web sites. Several additional parameters are considered and evaluated on real time basis to determine whether particular advertisement should be displayed by a particular view-option

19/3,K/3 (Item 3 from file: 350)

DIALOG(R) File 350:Derwent WPIX  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012880774 \*\*Image available\*\*  
WPI Acc No: 2000-052607/200004  
XRPX Acc No: N00-041069

**Advertisements scheduling and displaying method of WWW pages in network system**

Patent Assignee: FAIRALL D L (FAIR-I); HALL D (HALL-I); WODARZ D (WODA-I).

Inventor: FAIRALL D L; HALL D; WODARZ D

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5999912	A	19991207	US 9616674	A	19960501	200004 B
			US 97850381	A	19970501	

Priority Applications (No Type Date): US 9616674 A 19960501; US 97850381 A 19970501

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5999912	A	7	G06F-017/60		Provisional application US 9616674

19/3,K/4 (Item 4 from file: 350)

DIALOG(R) File 350:Derwent WPIX  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012867624 \*\*Image available\*\*  
WPI Acc No: 2000-039457/200003  
Related WPI Acc No: 2000-106073  
XRPX Acc No: N00-029739

**Web-based interstitial advertising technique in networked client-server environment such as Internet**

Patent Assignee: UNICAST COMMUNICATIONS CORP (UNIC-N)

Inventor: LANDSMAN R W; LEE W

Number of Countries: 083 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9960504	A1	19991125	WO 99US10707	A	19990514	200003 B
AU 9939927	A	19991206	AU 9939927	A	19990514	200019

Priority Applications (No Type Date): US 99237718 A 19990126; US 9880165 A 19980515

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 9960504	A1	E 128	G06F-017/60	

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9939927 A G06F-017/60 Based on patent WO 9960504

**Web-based interstitial advertising technique in networked client-server environment such as Internet**

Abstract (Basic):

... Advertising tag (40) contained in web page (35) when executed by browser (7), causes browser to download from server (15), media file forming a predefined advertisement, during browser idle time intervals. The

... browser cache, the new content page is downloaded over the full bandwidth of the communication link. Since advertising HTML files are not embedded within a web page, advertiser benefits in terms of both inserting advertisements into web page files and later changing the advertisements and hence labor, time and cost is saved

...

**19/3,K/5 (Item 5 from file: 350)**

DIALOG(R) File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

012851821 \*\*Image available\*\*

WPI Acc No: 2000-023653/200002

XRPX Acc No: N00-017553

**Advertisement displaying method on web browser of computer**

Patent Assignee: IWEB LTD (IWEB-N)

Inventor: GIRMONSKY A; SAMBOURSKY J

Number of Countries: 086 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9957660	A1	19991111	WO 99IL237	A	19990506	200002 B
AU 9937266	A	19991123	AU 9937266	A	19990506	200016

Priority Applications (No Type Date): US 98205729 A 19981204; US 9884397 A 19980506

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 9957660	A1	E 42	G06F-017/31	

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW  
AU 9937266 A G06F-017/31 Based on patent WO 9957660

Abstract (Basic):

... The advertisement and web page are sent respectively by added content server and web server (14) to client for being displayed on web browser (12) of the client. The advertisement and the web page are displayed on web browser of the client, web display of advertisement is controlled according to user characteristic such that the advertisement is displayed substantially...

... A request for web page from the client is received by the web server. The advertisement is selected according to user characteristic by added content server, such that the advertisement is targeted to the client. The user characteristic is selected from the group of demographic information and geographic information about the user. The advertisement information...

19/3,K/6 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012711775 \*\*Image available\*\*  
WPI Acc No: 1999-517888/199943

XRPX Acc No: N99-385129

**Advertisement delivery and response measuring system in network such as internet**

Patent Assignee: DOUBLE CLICK INC (DOUB-N)

Inventor: MERRIMAN D A; O'CONNOR K J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5948061	A	19990907	US 96738634	A	19961029	199943 B

Priority Applications (No Type Date): US 96738634 A 19961029

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 5948061	A	11	G06F-017/30	

Abstract (Basic):

... A user node having browser program (16), requests information from network. A content provider affiliate node having affiliate website (12), provides media content, advertising space and link message to user node. An advertiser node having advertiser website (18), provides advertising content. An advertisement server node selects an advertiser node for user node based on link message.

... Capable of gathering information about recipients of advertisement. Provides control over frequency of exposure to users for advertisements appearing on web page over time...

...Advertiser website (18

19/3,K/7 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012409081 \*\*Image available\*\*  
WPI Acc No: 1999-215189/199918

XRPX Acc No: N99-158354

**Tracking method for user micro-interactions with elements that comprise web page advertisement**

Patent Assignee: NARRATIVE COMMUNICATIONS CORP (NARR-N)

Inventor: MIDDLETON T M; WHITE G T

Number of Countries: 082 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9913423	A1	19990318	WO 98US18619	A	19980908	199918 B
AU 9893065	A	19990329	AU 9893065	A	19980908	199932
EP 1012768	A1	20000628	EP 98945929	A	19980908	200035
			WO 98US18619	A	19980908	

Priority Applications (No Type Date): US 9758655 A 19970911

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9913423 A1 E 18 G06F-017/60

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9893065 A G06F-017/60 Based on patent WO 9913423

EP 1012768 A1 E G06F-017/60 Based on patent WO 9913423

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

**Tracking method for user micro-interactions with elements that comprise web page advertisement**

Abstract (Basic):

... In connection with the display of advertising within Web pages, an applet is downloaded to the user's Web browser to track the user's interactions with a Web page. Tracked user interactions include mouse...

...position, time displayed on page, time of mouse cursor hovering over the advertisement etc. The applet forwards logged information from the client to a remote server controlled by the advertiser or rating service at an appropriate time.

... Tracking consumer responses to advertising impressions on Web page without requiring the user to download other pages...

...Permits tracking of user interactions with web page advertisement before subsequent actions, e.g. loading advertiser's home web page occurs...

19/3,K/8 (Item 8 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

012363280 \*\*Image available\*\*

WPI Acc No: 1999-169387/199915

XRPX Acc No: N99-123535

**Internet advertising system enabling remote users to conduct Internet transactions**

Patent Assignee: NCR CORP (NATC ); NCR INT INC (NATC )

Inventor: EMMOTT S J; JOHNSON G I; TRELEAVEN P C

Number of Countries: 028 Number of Patents: 004

## Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 902383	A2	19990317	EP 98306734	A	19980821	199915 B
CA 2246780	A1	19990310	CA 2246780	A	19980908	199934
CN 1215189	A	19990428	CN 98117776	A	19980910	199935
JP 11161716	A	19990618	JP 98255210	A	19980909	199935

Priority Applications (No Type Date): GB 9719289 A 19970910

## Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

EP 902383 A2 E 11 G06F-017/60

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI

CA 2246780 A1 E H04L-012/16

JP 11161716 A 11 G06F-017/60

CN 1215189 A G06F-017/00

## Abstract (Basic):

... characteristics set, provides an interactive display of a role model (virtual character) portraying the affinity characteristics in a role as a consumer, at an interface **advertising** information **server** site. An interactive communication link is established to the client subscriber sites.

... The drawing shows an example of the page form the target **advertising** information **web site** as accessed by a remote client...

19/3,K/9 (Item 9 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

012178301 \*\*Image available\*\*

WPI Acc No: 1998-595212/199850

XRPX Acc No: N98-463118

Network payment system e.g. for transacting sale of merchandise over internet - loads and uses smart card for payment of goods and services purchased on-line with client module controlling interaction with consumer and interfaces to card reader which accepts users smart card, allowing loading and debiting of card

Patent Assignee: VISA INT SERVICE ASSOC (VISA-N)

Inventor: BERG M J; CONKLIN F S; CUTINO S C; DAVIS V M; PRINGLE S J

Number of Countries: 083 Number of Patents: 004

## Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9849658	A1	19981105	WO 98US8806	A	19980430	199850 B
AU 9872726	A	19981124	AU 9872726	A	19980430	199914
EP 1003139	A2	20000524	EP 2000200558	A	19980430	200030
EP 1023705	A1	20000802	EP 98920079	A	19980430	200038
			WO 98US8806	A	19980430	
			EP 2000200558	A	19980430	

Priority Applications (No Type Date): US 97951614 A 19971016; US 9745883 A 19970430

## Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9849658 A1 E 86 G07F-019/00

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM

TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9872726 A G07F-019/00 Based on patent WO 9849658

EP 1003139 A2 E G07F-019/00

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI

EP 1023705 A1 E G07F-019/00 Related to application EP 2000200558

Related to patent EP 1003139

Based on patent WO 9849658

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI  
LU MC NL PT SE

...Abstract (Basic): is authorised to release the item of merchandise to a user associated with the stored-value card. The network is an internet and the merchant **server** includes a merchant **web site advertising** the item for sale over the internet. Each client terminal, the merchant server and the payment server are at a separate location and communicate over...

?

20/3,K/1 (Item 1 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

012711775 \*\*Image available\*\*

WPI Acc No: 1999-517888/199943

XRPX Acc No: N99-385129

**Advertisement delivery and response measuring system in network such as internet**

Patent Assignee: DOUBLE CLICK INC (DOUB-N)

Inventor: MERRIMAN D A; O'CONNOR K J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5948061	A	19990907	US 96738634	A	19961029	199943 B

Priority Applications (No Type Date): US 96738634 A 19961029

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 5948061	A	11	G06F-017/30	

Abstract (Basic):

... A user node having browser program (16), requests information from network. A content provider **affiliate** node having **affiliate website** (12), provides media content, advertising space and link message to user node. An advertiser node having advertiser website (18), provides advertising content. An advertisement server...

... **Affiliate website** (12)

?

File 348:European Patent 1983-2000/Oct W05

(c) 2000 European Patent Office

File 349:PCT Fulltext 1983-2000/UB=20001026, UT=20001012

(c) 2000 WIPO/MicroPat

## Set Items Description

S1 87463 ADVERTI? OR (AD (NOT W) HOC) OR ADS OR CLASSIFIED? OR BANNER?

S2 18317 SERVER? OR WEBSITE? OR WEB(SITE? OR PAGE?) OR WEBPAGE?

S3 1000 S1(15N)S2

S4 668 PERFORMANC? OR PERFORMI? OR ACTIVIT?

S5 69 S1(5N)S4

S6 12 S5(5N)S3

S7 877 RESPOND? OR RESPONS?

S8 167 FEEDBACK?

S9 1 COST(2W)ACTION? OR (CPA (20N)S1)

S10 8 DIRECT(W)S7

S11 169 (TARGET? OR DIRECT?)(2W) ADVERTI?

S12 107 CLICK? (3N)S1

S13 513 TRACK?

S14 5 S6 (5N)(S7:S13)

S15 316 ADVERTI?(5N)(SERVER? OR PROXY?)

S16 283 ADVERTI?(5N)(WEBSITE? OR WEB(SITE? OR PAGE?) OR WEBPAGE?)

S17 31 S15(S)S16

S18 20 S17 (S)(S4 OR S7:S13)

S19 18 S18 NOT S14

S20 18 AFFILIAT?(3N)S2

S21 7 S20(S)S1

?

14/3,IC,K/1 (Item 1 from file: 348)

DIALOG(R) File 348: European Patents

(c) 2000 European Patent Office. All rts. reserv.

00901235

Interactive multimedia advertising and electronic commerce on a hypertext network

Interaktive Multimedia-Werbung und elektronischer Handel in einem Hypertextnetz

Publicite interactive multimedia et commerce electronique sur un reseau hypertexte

PATENT ASSIGNEE:

AT&T Corp., (589370), 32 Avenue of the Americas, New York, NY 10013-2412,  
(US), (Applicant designated States: all)

INVENTOR:

Apte, Jitendra, 28 Ann Court, Tinton Falls, N.J. 07724, (US)

Roesler, Marina Lima, 471 Channing Avenue, Westfield, N.J. 07090, (US)

LEGAL REPRESENTATIVE:

Kuhnen & Wacker (101501), Patentanwaltsgesellschaft mbH,  
Alois-Steinecker-Strasse 22, 85354 Freising, (DE)

PATENT (CC, No, Kind, Date): EP 822535 A2 980204 (Basic)  
EP 822535 A3 001004

APPLICATION (CC, No, Date): EP 97113326 970801;

PRIORITY (CC, No, Date): US 691900 960801

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU;  
MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; RO; SI

INTERNATIONAL PATENT CLASS: G09F-027/00; G06F-017/30; G06F-017/60

ABSTRACT WORD COUNT: 97

NOTE:

Figure number on first page: 4

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9806	1986
SPEC A	(English)	9806	5381
Total word count - document A			7367
Total word count - document B			0
Total word count - documents A + B			7367

...SPECIFICATION are responsive to the user's current viewing habits. Thus, if a user is selecting and viewing pages in the browser area 31 concerning outdoor activities , the present invention can select advertisements for camping gear, which are streamed from the server to the client for display to the user. This advantageous capability to dynamically target advertisements is not provided by known advertising services that download predetermined advertisements in sets. This dynamic targeting capability is in part due to the capability of ...

14/3,IC,K/2 (Item 1 from file: 349)

DIALOG(R) File 349:PCT Fulltext

(c) 2000 WIPO/MicroPat. All rts. reserv.

00695823

NETWORK FOR DISTRIBUTION OF RE-TARGETED ADVERTISING

RESEAU DE DISTRIBUTION D'ANNONCE PUBLICITAIRE RECIBLEE

Patent Applicant/Assignee:

DOUBLECLICK INC, DOUBLECLICK INC. , 32nd floor, 41 Madison Avenue, New York, NY 10010 , US

Inventor(s):

MERRIMAN Dwight A, MERRIMAN, Dwight, A., Apartment 2, 133 East 39th Street, New York, NY 10016 , US  
O'CONNOR Kevin J, O'CONNOR, Kevin, J., 115 Central Park West &7B, New York, NY 10023 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 0008802 A2 20000217 (WO 200008802)

Application: WO 99US16999 19990727 (PCT/WO US9916999)

Priority Application: US 9895146 19980803

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: H04L-012/00;

Publication Language: English

Filing Language: English

Fulltext Word Count: 5183

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... from a specific advertiser who targeted that viewer previously, is selected for that viewer based on the viewer's own past behavior at that specific advertiser 's web site .

To implement re-targeted advertising , a list of actions of each visitor at each advertiser 's site is collected and reported back to the advertisement server . In one embodiment, the advertiser 's web site reports activity in real time. In another embodiment, the advertiser 's web site keeps a user log file of visitor activity and reports the user log file back to the advertisement server. Reporting of user log files may...one or more advertiser web sites 16. Advertiser web sites can be generalized as any type of commerce engine. An activity list (lists of user activities at the advertiser's web site ) are compiled in the advertising web site 16. A feedback path 18 permits the advertiser web site to communicate the activities of visitors to at the advertiser 's web site 16, back to the advertising server 14.

The feedback path 18 may be achieved by a number of alternative mechanisms. For bulk feedback of data accumulated in a user activity list, the advertiser periodically...

...Activity list updates are performed as often as necessary, and may even be reported at the conclusion of each individual visit.

In a second embodiment, feedback of individual activities of the user at an advertiser site 16 may be communicated in real time back to the advertising server 14 using by spotlight tags placed on specific pages in the advertiser 's web site . A spotlight tag is a minimal graphic (e.g., a one pixel image) containing a redirect message back to the advertising server 14. Spotlight tags...

Claim

... site including advertising content, said advertiser node responsive to a request from said user node to provide advertising content, said advertiser node further providing a feedback signal representing the prior activities of said user at said advertiser node in the past; and an advertisement server node responsive to a request from said

user node and said **feedback** signal from said **advertiser** node, to select said advertiser node as a selected advertiser node, and identify said selected advertiser node to said user node, whereby advertising content corresponding...

...said user node, as forming said request from said user node to provide said advertising content.

3. A network in accordance claim 1, wherein said **feedback** signal representing said prior **activities** at said **advertiser** node is an email message from said **advertiser** node to said **advertisement server** node, said email message providing a list of prior **activities** of said user at said **advertiser web site**.

4. A network in accordance claim 1, wherein said **feedback** signal representing said prior **activities** at said **advertiser** node is a file transfer protocol (FTP) message from said **advertiser** node to said **advertisement server** node, said FTP message providing a list of prior **activities** of said user at said **advertiser web site**.

5. A network in accordance claim 1, wherein said **feedback** signal representing said prior **activities** at said **advertiser** node is a tag identifying a specific **advertiser web page** and containing a redirect message from said **advertiser** node to said **advertisement server** node, said tag indicating a prior **activity** of said user at said **advertiser web site**.

6. A network in accordance claim 1, wherein said **feedback** signal representing said prior **activities** at said **advertiser** node is provided by a proxy **server**, said proxy **server** interposed between said user node and said **advertiser web site**, said proxy **server** coupled to said **advertisement server** node, to provide a list of prior **activities** of said user at said **advertiser web site**.

7. A network in accordance claim 1, wherein at least one of said prior activities is which web page was visited on said advertiser web...and an advertiser node having an advertiser web site including advertising content, said advertiser node responsive to a request from said user node to provide advertising content, a network node comprising:

an **advertisement server** node responsive to a request from said user node and a **feedback** signal from said **advertiser** node representing the prior **activities** of said user at said **advertiser** node in the past, to select said advertiser node as a selected advertiser node and identify said selected advertiser node to said user node, whereby...a browser program coupled to said network, said user node providing requests for information on said network, said user node having space for display of advertising content at said user node, said network comprising:

an **advertiser** node having an **advertiser web site**, said **advertiser** node including a plurality of **web pages** and providing a **feedback** signal representing the prior **activities** of said user at said **advertiser** node in the past; and an **advertisement server** node responsive to a request from said user node and said **feedback** signal from said **advertiser** node, to identify said **advertiser** node as a selected advertiser node to said user node, whereby advertising content corresponding to said selected advertiser node for...

...advertisement server node having an advertising server web site, a method for delivery of advertising to said user node, said method comprising:

recording the prior activities of said user in said advertiser web site at said advertiser node; sending a record of said prior activities of said user at said advertiser web site to said advertisement server node; receiving a request at said advertisement server node from said user node; and selecting an advertisement at said advertisement server node responsive to said request from said user node based on said record of said prior activities to form a selected advertisement; and sending a reply from...and an advertiser node having an advertiser web site including advertising content, said advertiser node responsive to a request from said user node to provide advertising content, a network method comprising:

receiving a request from said user node at said advertisement server node; receiving a feedback signal from said advertiser node at said advertisement server node, said feedback signal representing the prior activities of said user at said advertiser node in the past, selecting said advertiser node as a selected advertiser node based on said feedback signal representing the prior activities of said user...for information on said network, said user node having space for display of advertising content at said user node, a network method comprising:

providing a feedback signal from said advertiser node to said advertisement server node, said feedback signal representing the prior activities of said user at said advertiser node in the past; and identifying at advertisement server node, said advertiser node as a selected advertiser node to said user node responsive to a request from said user node and said feedback signal from said advertiser node, whereby advertising content corresponding to said selected advertiser node is...

14/3, IC, K/3 (Item 2 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPat. All rts. reserv.

00667559

**METHOD FOR TARGETED ADVERTISING  
PROCEDE POUR PUBLICITE CIBLEE**

Patent Applicant/Assignee:

NET SANITY INC, NET SANITY, INC. , Suite 243, 650 Saratoga Avenue, San Jose, CA 95129 , US

Inventor(s):

CLARKE Fred, CLARKE, Fred , 25394 La Loma Drive, Los Altos, CA 94022 , US  
ELLIOTT Dane, ELLIOTT, Dane , 16211 Parkside Lane &167, Huntington Beach, CA 92647 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9950775 A1 19991007

Application: WO 99US6632 19990325 (PCT/WO US9906632)

Priority Application: US 9852200 19980331

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Word Count: 8155

Fulltext Availability:

Claims

Claim

... device, the visual display capable of presenting an advertisement to a user, the input device capable of obtaining information associated with the user; and a **server** connected to the networked device, the **server** capable of **performing** a transaction associated with the **advertisement** in **response** to the information when the input device is activated by the user, the **server** capable of selecting other **advertisements** to be presented to the user in response to the information.

24. The device of claim 23, wherein the information includes demographic and psychographic information...

14/3,IC,K/4 (Item 3 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00612863

**METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING  
PROCEDE ET APPAREIL DE PLACEMENT AUTOMATIQUE DE PUBLICITES**

Patent Applicant/Assignee:

DOUBLECLICK INC, DOUBLECLICK INC. , 32nd floor, 41 Madison Avenue, New York, NY 10010 , US

Inventor(s):

MERRIMAN Dwight A, MERRIMAN, Dwight, A. , Apartment 2, 133 East 39th Street, New York, NY 10026 , US

O'CONNOR Kevin, O'CONNOR, Kevin , 115 Central Park West;7B, New York, NY 10023 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9858334 A1 19981223

Application: WO 98US12419 19980615 (PCT/WO US9812419)

Priority Application: US 9748940 19970616; US 9749877 19970617

Designated States: AU BR CA CN HU IL IS JP KR MX NO NZ PL RO RU SG AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Word Count: 8927

Fulltext Availability:

Claims

Claim

... advertisement server node to said user node identifying said selected advertiser node; sending a requestsfrom said user node to said advertiser node to provide said **direct advertising** content to said user node; sending a reply from said **direct advertiser web site** to said user node containing said **direct advertising** content; displaying said **direct advertising** content at said user node; **performing** a transaction **responsive** to said **direct advertising** content; and reporting said transaction in a feedback signal to said advertisement server node.

44. A network in accordance with claim 43, wherein said advertisement...

14/3,IC,K/5 (Item 4 from file: 349)

DIALOG(R) File 349:PCT Fulltext

(c) 2000 WIPO/MicroPat. All rts. reserv.

00507653

**METHOD AND APPARATUS FOR TRANSMITTING AND DISPLAYING INFORMATION BETWEEN A  
REMOTE NETWORK AND A LOCAL COMPUTER**  
**PROCEDE ET APPAREIL DE TRANSMISSION ET D'AFFICHAGE D'INFORMATIONS ENTRE UN  
RESEAU A DISTANCE ET UN ORDINATEUR LOCAL**

Patent Applicant/Assignee:

BACKWEB

Inventor(s):

BARKAT Eli

RAKAVY Yuval

Patent and Priority Information (Country, Number, Date):

Patent: WO 9707656 A2-A3 19970306

Application: WO 96IB829 19960822 (PCT/WO IB9600829)

Priority Application: US 95517666 19950822

Designated States: AU CA IL JP KR NZ SG AT BE CH DE DK ES FI FR GB GR IE IT  
LU MC NL PT SE

Main International Patent Class: G06F-013/00;

International Patent Class: G06F-013/36;

Publication Language: English

Fulltext Word Count: 9629

Fulltext Availability:

Detailed Description

Detailed Description

... Server 600. Each user is assigned a unique user-ID which can not be changed by the user. This user ID is used by the **Advertising System** Server 600 to **track** each user's **activity**, including which **Advertisements** 50 have been downloaded to the user.

When the Local Computer 500 connects to the Advertising System Server 600, the Local Computer 500 will...

?

19/3,IC,K/1 (Item 1 from file: 349)

DIALOG(R)File 349:PCT Fulltext

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00745821

**USER ACCESS TO SECONDARY CONTENT ASSOCIATED WITH A PRIMARY CONTENT  
SYSTEME PERMETTANT A UN UTILISATEUR D'ACCEDER A UN SECOND CONTENU ASSOCIE A  
UN PREMIER FLUX DE CONTENU**

Patent Applicant/Assignee:

DIVA SYSTEMS CORPORATION, 800 Saginaw Drive, Redwood City, CA 94063, US,  
US (Residence), US (Nationality)

Inventor(s):

ARMSTRONG James B, 156 Nassau Street, Princeton, NJ 08540, US  
JORGENSEN Craig T, 39 West End Avenue, Haddonfield, NJ 08033, US

Legal Representative:

MOSER Raymond R, Thomason, Moser and Patterson LLP, 2-40 Bridge Avenue,  
P.O. Box 8160, Red Bank, NJ 07701, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 2000059220 A1 20001005 (WO 0059220)

Application: WO 2000US8444 20000330 (PCT/WO US0008444)

Priority Application: US 99126834 19990330; US 2000538816 20000330

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: H04N-007/12

Publication Language: English

Filing Language: English

Fulltext Word Count: 8313

Fulltext Availability:

Detailed Description

Detailed Description

... comprises a data base in which advertisement information is stored.  
The advertisement information may be replenished and/or augmented or  
updated via the web portal **directly** from an **advertiser**'s web site  
. In the case of **advertisement** information comprising advertisement  
content streams, such advertisement content streams may be stored on the  
video **server** 122. In this case, the **advertisement** data base function  
provides pointers or other addressing indicia from which the location of  
an advertisement stream to be provided to a user may be...

19/3,IC,K/2 (Item 2 from file: 349)

DIALOG(R)File 349:PCT Fulltext

(c) 2000 WIPO/MicroPat. All rts. reserv.

00745519

**METHOD AND SYSTEM FOR TRACKING USER SELECTIONS MADE OVER A BIDIRECTIONAL  
COMMUNICATION SYSTEM**

**PROCEDE ET SYSTEME PERMETTANT DE LOCALISER DES CHOIX D'UTILISATEUR AU SEIN  
D'UN SYSTEME BIDIRECTIONNEL DE COMMUNICATION**

Patent Applicant/Assignee:

CLICVU INC, 216 West 18th Street, New York, NY 10011, US, US (Residence),  
US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

CASSARA Michael L, 301 East 49th Street, New York, NY 10017, US,  
US (Residence), US (Nationality), (Designated only for: US)  
GREENE Justin E, 400 East 14th Street, New York, NY 10009, US,  
US (Residence), US (Nationality), (Designated only for: US).

Legal Representative:

YANNEY Pierre R, Darby & Darby P.C., 805 Third Avenue, New York, NY  
10022-7513, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200058893 A1 20001005 (WO 0058893)  
Application: WO 2000US8281 20000329 (PCT/WO US0008281)  
Priority Application: US 99126676 19990329

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Word Count: 5161

Fulltext Availability:

Detailed Description

Detailed Description

... present invention creates and maintains a number of databases which serve to link various predetermined advertisements (e.g., "ad-file enabled advertisements") to the appropriate tracking system 12, so that a user who selects an advertisement is at least initially directed to the system 12, rather than being directed to the advertiser's web site , to provide the user with the option of creating and/or modifying his or her ad-file, as is described in greater detail below. In...

...ad system URL which identifies the particular advertisement. In the case of ad-file enabled advertisements, each advertisement includes an embedded URL which links the advertisement to an ad server 30 which maintains the first database in memory 32. Thus, when a user clicks on the advertisement , instead of being directed to the advertiser's web site (via the ad server), as is conventional, the user is instead routed to the ad server, which then accesses the first database to determine the URL of the appropriate ad file (which is preferably stored at one of the tracking systems 12). The ad server and the first database are controlled by the web sites 18, and may reside anywhere, so long as the web sites may access them when a user clicks on an ad -file enabled advertisement. Alternatively, the system may be designed such that the ad server is accessed regardless of whether the advertisement is ad-file enabled, with the ad server then accessing the association table in the database to determine an appropriate tracking system URL based on the particular advertisement that was selected, as is described in greater detail below.

The tracking system 12 which maintains the appropriate...

19/3,IC,K/3 (Item 3 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
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00731933

**METHOD AND APPARATUS FOR EVALUATING VISITORS TO A WEB SERVER  
PROCEDE ET APPAREIL PERMETTANT DE COMPTER LES VISITEURS D'UN SERVEUR WEB**

Patent Applicant/Assignee:

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200045264 A1 20000803 (WO 0045264)

Application: WO 2000US1820 20000125 (PCT/WO US0001820)

Priority Application: US 99240208 19990129

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-011/00

International Patent Class: G06F-013/00; G06F-013/14; G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Word Count: 9369

Fulltext Availability:

Detailed Description

Detailed Description

... computer of visitor 12 then displays the requested web page  
<http://www.portalcomlsomepage.htm> on the remote visitor's 12 browser.

Somewhere on the provided web page might be an **advertisement** for the first web **server**, whose Internet address is www. example. com. ...an advertising campaign run by the first web server 10. If the remote visitor is interested in finding out more about the products or services **advertised**, she might then **click** on the **advertisement**, which includes a link that redirects the visitor to the first web server 10. This generates a second request for a web page. This request is directed to the first web **server** 10. By **clicking** on the **advertisement**, the visitor requests the first web server 10 to provide the web page <http://www.example.com/portal-ad.htm> via a second traffic data hit...

19/3, IC, K/4 (Item 4 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00731923

**METHOD AND APPARATUS FOR PROVIDING ON THE FLY CUSTOMIZED WEB PAGES  
PROCEDE ET APPAREIL DE CREATION A LA VOLLEE DE PAGES WEB PERSONNALISEES**

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US (Residence), US (Nationality), (For all designated states except:  
US)

Patent Applicant/Inventor:

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US (Residence), US (Nationality)  
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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200045252 A1 20000803 (WO 0045252)  
Application: WO 2000US2128 20000128 (PCT/WO US0002128)  
Priority Application: US 99117953 19990129

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-007/00

Publication Language: English

Filing Language: English

Fulltext Word Count: 5157

Fulltext Availability:

Detailed Description

Detailed Description

... including the embedded ad banner identified by the < IMG> tag. The < IMG> tag references the ad banner, which typically resides as software on an ad server . The ad server returns an advertisement image to the user for display within the feature web page. Often, by clicking on the ad banner , the user downloads a resource from the ad server, which forwards the user to a page on the advertiser 's web site . One recognized limitation of ad banners to attract customers from other web pages, is the reluctance of visitors to the feature web site to leave ...

19/3,IC,K/5 (Item 5 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00728209

COMMUNICATING WITH A COMPUTER BASED ON THE OFFLINE PURCHASE HISTORY OF A PARTICULAR CONSUMER

COMMUNICATION AVEC UN ORDINATEUR SUR LA BASE DE L'HISTORIQUE D'ACHAT HORS LIGNE D'UN CONSOMMATEUR PARTICULIER

Patent Applicant/Assignee:

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Legal Representative:

GHOLZ Charles L, Oblon, Spivak, McClelland, Maier & Neustadt, P.C., Suite 400, 1755 Jefferson Davis Highway, Arlington, VA 22202, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200041115 A1 20000713 (WO 0041115)  
Application: WO 99US3272 19990219 (PCT/WO US9903272)  
Priority Application: US 98114462 19981230; US 99226174 19990107  
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA  
UG UZ VN YU ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Main International Patent Class: G06F-017/60  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 17378

Fulltext Availability:  
Detailed Description

Detailed Description

... in secrecy, then the invention may still be practiced without violating the contract and without transmitting the CID.

Figure 9 is a flowchart showing how **targeted advertisements** are electronically delivered to consumers and corresponds to step 506 of Figure 5. In step 78, the consumer who was registered by the system in steps 54 through 64 uses the Web browser running on the first computer 10 to make a URL request to a **Web site served by advertiser's server** 18.

Since the **advertiser's server** 18 has a domain name in the range specified by the cookie sent in step 56, the Web browser will send a copy of the...

19/3, IC, K/6 (Item 6 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPat. All rts. reserv.

00720306

**ADVERTISEMENT AUCTION SYSTEM**  
**SYSTEME DE VENTE DE PUBLICITE**

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Inventor(s):

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Patent and Priority Information (Country, Number, Date):

Patent: WO 0033163 A2 20000608 (WO 200033163)

Application: WO 99US28629 19991202 (PCT/WO US9928629)

Priority Application: US 98204888 19981203

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TZ UG ZW AM AZ  
BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT  
SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-000/;

Publication Language: English

Filing Language: English

Fulltext Word Count: 8216

Fulltext Availability:

Detailed Description

Detailed Description

... prints the ad, inserts it into the periodical, and delivers it to the subscriber.

Yet another application of the present invention is the delivery of **targeted advertisements** over the Internet. In this application a consumer can be accessing web sites and may be presented with a **web** site which contains **advertising** opportunities. The **server** hosting the page acts as content /opportunity provider 100. Upon accessing the web site the **server** hosting the page announces an **advertising** opportunity to advertisers. Advertisers transmit ad characterization information which is correlated against the consumer by a profiler. The profiler may be the consumer, the Internet...

19/3, IC, K/7 (Item 7 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
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00720302

**INCENTIVE DELIVERY AND NOTIFICATION SYSTEM AND METHOD**  
**SYSTEME ET PROCEDE D'OFFRE ET DE NOTIFICATION DE PRIME**

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 0033159 A2 20000608 (WO 200033159)

Application: WO 99US28102 19991124 (PCT/WO US9928102)

Priority Application: US 98109984 19981125

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-000/;

Publication Language: English

Filing Language: English

Fulltext Word Count: 5358

Fulltext Availability:

Detailed Description

Detailed Description

... through"). In a typical Web page, the advertisements are displayed as banners that typically appear at the top of the Web page being displayed.

Most **Web pages** desire to change the **advertisement** being shown to the user and make the advertisement somewhat targeted to the individual user so that the user may view an advertisement that may be of interest

to the user. The Web site owner may receive a larger amount of money for a **targeted advertisement**. For example, in the context of a Web search engine where a user may enter one or more search terms of a search query into a hypertext markup language (HTML) form, the one or more search terms may be captured as a **clickstream** and communicated to an **advertisement server**.

The **advertisement server** receives the search terms and then select an advertisement banner from a database to display to the particular user based on the search terms. For...

...term "Volkswagen" may be shown a banner advertisement for a on-line car purchasing or on-line car financing Web site. If the user then **click** on the banner **advertisement**, the user is shown the **Web site** of the company being **advertised** in the banner advertisement.

It is desirable to provide a system and method that permits incentives and promotions to be delivered to a Web site...

19/3, IC, K/8 (Item 8 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
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00717109

**METHOD AND APPARATUS FOR LOCAL ADVERTISING**

**TECHNIQUE DE PUBLICITE LOCALE ET DISPOSITIF A CET EFFET**

Patent Applicant/Assignee:

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UPAL01-521, Palo Alto, CA 94303 , US

Inventor(s):

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BAEHR Geoffrey, BAEHR, Geoffrey , Sun Microsystems, Inc., 11 Network  
Circle, MPK15-2671, Menlo Park, CA 94025 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 0030008 A1 20000525 (WO 200030008)

Application: WO 99US27061 19991112 (PCT/WO US9927061)

Priority Application: US 98192874 19981116

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ MD  
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF  
CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60;

International Patent Class: G06F-017/00;

Publication Language: English

Filing Language: English

Fulltext Word Count: 11549

Fulltext Availability:

Detailed Description

Detailed Description

... listed price may also be provided by web server 404). In exchange, if ISP 402 does not accept the offer, ISP 402 may fetch the **web site**'s **advertising** (the **advertisement block**) from web server 404 (or web server 406 if the URL is provided to ISP 402). Alternatively, ISP 402 may specify the amount ISP 402 is willing to pay to web server 404 for use

responds to ISP 402 by accepting, declining, or providing an alternative amount). Additional iterations may then ensue until an amount for the advertisement is agreed upon...determines the advertisement to insert. As described above, the determination may include an evaluation of the demographic material by web server 406 so that a **targeted advertisement** may be inserted. Web server 406 may also evaluate the associated costs for the advertisement. At step 510, web server 406 forwards the selected advertisement, if any, to proxy 402. At step 512, proxy 402 inserts the **advertisement** and forwards the **web page** text and local **advertisement** to client 400.

Alternatively, a URL transmission may pass through multiple proxies (e.g., four or five). In such a situation, is response to a...one end user. If another user requests the same page, the proxy can issue a conditional "get" request from the server. The server can then **respond** with a new price structure for the advertisement or with updated values for the various parameters. Using this approach, user-specific pricing is available without downloading the same **advertisement** or **web page** content repetitively. In one or more alternative embodiments, the proxy and server utilize a common user identification system to set advertisement selection and prices. For...

...the proxy intercepts a request from a user that matches the cookie or profile details, the proxy can elect whether or not to insert the **advertisement** for the **server**'s set price.

#### Advertisement Tags

To specify advertisement characteristics, advertisement tag(s) may be specified in the HTML. The server could specify a tag or tag

19/3, IC, K/9 (Item 9 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
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00717103

METHOD AND APPARATUS FOR NEGOTIATING TERMS FOR LOCAL ADVERTISING  
PROCEDE ET DISPOSITIF DE NEGOCIATION DES TERMES D'UNE PUBLICITE LOCALE  
Patent Applicant/Assignee:

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UPAL01-521, Palo Alto, CA 94303 , US

Inventor(s):

GUPTA Amit, GUPTA, Amit , 2000 Walnut Avenue &J207, Fremont, CA 94538 ,  
US

BAEHR Geoffrey, BAEHR, Geoffrey , Sun Microsystems, Inc., 11 Network  
Circle, MPK15-2671, Menlo Park, CA 94025 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 0030002 A1 20000525 (WO 200030002)

Application: WO 99US26697 19991112 (PCT/WO US9926697)

Priority Application: US 98192874 19981116; US 99343965 19990630

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ  
BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT  
SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60;

International Patent Class: G06F-017/00;

Publication Language: English

Filing Language: English

Fulltext Word Count: 14413

Fulltext Availability:  
Detailed Description

English Abstract

A method and apparatus for local advertising. Web hosts sell **advertising** space on their **web site** and distribute **web pages** including the **advertisements** to Internet users or clients. It is desirable for advertisements to target specific audiences and persons that may be interested in the specific good or...

...more embodiments of the invention provide for advertisements that are transmitted (606) from a web host to a client. The inserted advertisement may be an **advertisement** that is stored in the **proxy**'s cache (604) or may be retrieved from a **web server** for an **advertiser**. One or more embodiments of the invention provide for a module to be downloaded to the proxy that is **responsible** for negotiating and inserting the advertisement.

Detailed Description

... connection with frequently used web sites. One or more embodiments of the invention provide for a module to be downloaded to the proxy that is **responsible** for negotiating and inserting the advertisement. By using a module (that is provided by a **server**), proxies are unable to "cheat" or abscond with the **advertisement** slot without compensating the **web server**.

One or more embodiments of the invention provide for the negotiation for inserting an advertisement wherein the proxy is not informed of the specific location...listed price may also be provided by **web server** 404). In exchange, if ISP 402 does not accept the offer, ISP 402 may fetch the **web site**'s **advertising** (the **advertisement** block) from **web server** 404 (or **advertiser**'s **web server** 406 if the URL is provided to ISP 402). Alternatively, ISP 402 may specify the amount ISP 402 is willing to pay to **web server** 404 for use of the **advertisement** slot (in which case, **web server** 404 then **responds** to ISP 402 by accepting, declining, or providing an alternative amount). Additional iterations may then ensue until an amount for the advertisement is agreed upon...  
...advertisement to insert.

As described above, the determination may include an evaluation of the demographic material by advertiser's **web server** 406 so that a **targeted advertisement** may be inserted. Advertiser's **web server** 406 may also evaluate the associated costs for the advertisement. At step 510, advertiser's **web server** 406 forwards the selected advertisement, if any, to proxy 402. At step 512, **proxy** 402 inserts the **advertisement** and forwards the **web page** text and local **advertisement** to client 400.

Alternatively, a URL transmission may pass through multiple proxies (e.g., four or five). In such a situation, is response to a...one end user. If another user requests the same page, the proxy can issue a conditional "get" request from the server. The server can then **respond** with a new price structure for the advertisement or with updated values for the various parameters. Using this approach, user-specific pricing is available without downloading the same **advertisement** or **web page** content repetitively. In one or more alternative embodiments, the proxy and server utilize a common user identification system to set advertisement selection and prices. For...

...the proxy intercepts a request from a user that matches the cookie or

profile details, the proxy can elect whether or not to insert the advertisement for the server's set price.

In one or more embodiments of the invention, the advertisement slot location is not provided to the proxy until after the proxy...

19/3, IC, K/10 (Item 10 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00706279

**METHOD OF AND SYSTEM FOR DISTRIBUTING AND REDEEMING ELECTRONIC COUPONS  
PROCEDE ET SYSTEME DE DISTRIBUTION ET D'ECHANGE DE COUPONS ELECTRONIQUES**

Patent Applicant/Assignee:

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Inventor(s):

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Patent and Priority Information (Country, Number, Date):

Patent: WO 0019348 A1 20000406 (WO 200019348)

Application: WO 99US22169 19990924 (PCT/WO US9922169)

Priority Application: US 98160748 19980925; US 98220414 19981223

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Word Count: 6298

Fulltext Availability:

Detailed Description

Detailed Description

... visit a website separate from the clearinghouse.

The preceding embodiment of the invention may be implemented by a single service provider such as the entity responsible for the coupon clearinghouse server 150. In this scenario, illustrated in FIG. 3, the producer of goods 250 authorizes 252 the clearinghouse 150 to generate and distribute electronic coupons related to the relevant goods. The clearinghouse 150 produces and distributes the necessary frame-generating script 254 to the highly trafficked websites (i.e., the advertising websites) and to the point of sale websites (the coupon redeeming websites). A user operating a Client system 110 initiates a connection 302 to the one of the advertising websites (Server A 120) and receives a Cookie 304 from the frame 306 spawned by the script. If the coupon is to be stored on a clearinghouse database, the advertising website establishes a connection 308 to the clearinghouse 150 to store coupon information associated with the Client 110 into the clearinghouse coupon database 310. In...

19/3, IC, K/11 (Item 11 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00691521

A COMPUTER INTERFACE METHOD AND APPARATUS WITH PORTABLE NETWORK  
ORGANIZATION SYSTEM AND TARGETED ADVERTISING  
PROCEDE D'INTERFACE D'ORDINATEUR ET APPAREIL POURVU D'UN SYSTEME  
D'ORGANISATION DE RESEAU PORTATIF ET DE PUBLICITE CIBLEE

Patent Applicant/Assignee:

BE TECHNOLOGY LLC, B.E. TECHNOLOGY, LLC, 106 South Walnut Street, Bay  
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Inventor(s):

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Metairie, LA 70006, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 0004434 A2 20000127 (WO 200004434)  
Application: WO 99US16135 19990716 (PCT/WO US9916135)  
Priority Application: US 98118351 19980717

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD  
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF  
CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-000/;

Publication Language: English

Filing Language: English

Fulltext Word Count: 25039

Fulltext Availability:

Detailed Description

Detailed Description

... embedded -within web pages. By using embedded links, the  
advertisements need not be located on the same server as the web pages  
themselves. When the web page is loaded or reloaded, the advertising  
server is accessed to obtain a new advertisement which is incorporated  
into the web page displayed on the user's screen. These  
advertisements are simple graphical images (such as animated gifs) that  
are retrieved from the advertising server along with an associated  
Link to additional information about the advertised product or service.  
While this permits new advertising to be displayed each time a web page  
is loaded or refreshed, and while this allows geographically unlimited  
advertising, it at most permits targeting of the advertisement based  
upon the type of information contained in the web page. Moreover,  
access to a new advertisement is only available during the period of  
time that the client computer is connected to the Internet.

Currently-available computer programs that incorporate advertising into

...

19/3,IC,K/12 (Item 12 from file: 349)

DIALOG(R)File 349:PCT Fulltext

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00676406

A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED NETWORK- DISTRIBUTED  
ADVERTISING AND FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT  
TECHNIQUE DE MISE EN PLACE DE PUBLICITE REPARTIE SUR RESEAU ET DECLENCHEE  
PAR NAVIGATEUR, ET D'AFFICHAGE INTERSTITIEL DE PUBLICITE

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 9960504 A1 19991125

Application: WO 99US10707 19990514 (PCT/WO US9910707)

Priority Application: US 9880165 19980515; US 99237718 19990126

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA  
UG UZ VN YU ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM  
AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM  
GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Word Count: 22451

Fulltext Availability:

Detailed Description

English Abstract

A technique for implementing in a networked client-server environment, network-distributed advertising in which advertisements are downloaded from an advertising server to a browser executing at a client computer and subsequently displayed by that browser on an interstitial basis, in response to a click-stream generated by the user. An HTML advertising tag is embedded into a referring web page. This tag contains two components. One...

...server and persistently instantiates an agent at the client browser which downloads advertising files originating from an AD management system residing on a third-party advertising web server , for a given advertisement into browser cache and subsequently plays those media files through the browser on an interstitial basis. The other component is a reference of the advertising management system. This latter reference totally "decouples" advertising content from a web page such that a web page , merely includes an advertising tag that refers, via a URL, to a specific AD management system. The AD management system selects the given advertisement that is to be downloaded.

Detailed Description

... agent then "politely" and transparently downloads advertising files (media and, where necessary, player files), originating from an ad management system residing on a third-party advertising HTTP (web) server , for a given advertisement into browser disk cache (also in the case of media files into the browser RAM cache) and subsequently plays those media files through the browser on an interstitial basis and in response to a user click-stream. The other component is a reference, in terms of a web address, of the advertising management system from which the advertising files are to be downloaded. This latter reference totally "decouples" advertising content from a web page such that a web page , rather than embedding actual advertising content within the page itself -- as conventionally occurs, merely includes an advertising tag that refers, via a URL, to a specific ad management system rather...

19/3,IC,K/13 (Item 13 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
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00674294

METHOD AND APPARATUS FOR REDIRECTION OF SERVER EXTERNAL HYPER- LINK REFERENCES  
PROCEDE ET DISPOSITIF SERVANT A REDIRIGER DES REFERENCES DE LIENS HYPERMEDIA EXTERIEURES AU SERVEUR

Patent Applicant/Assignee:

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US

LINDBLAD Christopher J, LINDBLAD, Christopher, J. , 26 Binnacle Hill,  
Oakland, CA 94618 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9957865 A1 19991111

Application: WO 99US9244 19990428 (PCT/WO US9909244)

Priority Application: US 9871674 19980501

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU  
TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG  
CI CM GA GN GW ML MR NE SN TD TG.

Main International Patent Class: H04L-029/06;

International Patent Class: G06F-015/163;

Publication Language: English

Filing Language: English

Fulltext Word Count: 8734

Fulltext Availability:

Detailed Description

Detailed Description

.... a web page with an embedded advertisement and corresponding remote LTRL is served in its entirety to the client browser upon first reference to the web page .

The selection of a particular advertiser 's LJRL is then by definition performed through an independent transaction directed to the HTTPd server associated with the advertiser . Since the advertiser publishing HTTPd server is not part of this subsequent transaction, the publishing server is conventionally incapable of tracking client browser hyper-links actually executed to an advertiser's LJRL or any other URLs embedded in a web page previously served to the client...

19/3,IC,K/14 (Item 14 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPat. All rts. reserv.

00644331

VERIFICATION OF VOICE GATEWAY SERVICES  
VERIFICATION DES SERVICES DE PASSERELLES TELEPHONIQUES

Patent Applicant/Assignee:

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Inventor(s):

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Patent and Priority Information (Country, Number, Date):

Patent: WO 9927697 A2 19990603

Application: WO 98SE1899 19981021 (PCT/WO SE9801899)

Priority Application: SE 974128 19971111

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD  
MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ  
VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH  
CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW  
ML MR NE SN TD TG

Main International Patent Class: H04M-003/42;

International Patent Class: H04M-015/08; H04L-012/66;

Publication Language: English

Filing Language: Swedish

Fulltext Word Count: 5631

Fulltext Availability:

Detailed Description

Detailed Description

... offer a telephone link between a user connected to the Internet and a B subscriber. An Internet provider would then be able to offer free advertising on a web -page , where a click on the advertisement meant a call to the call centre. The operator of the call centre would pay the Internet provider for the advertisement and the provider of...

...able to verify that a user is allowed to use the voice gateway and charge an Internet supplier for only the calls originating from an advertisement on the web-server of the Internet provider.

A business link is obtained between a provider on a web-page which is interested in, having customers to be able...

19/3,IC,K/15 (Item 15 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00630201

TRACKING USER MICRO-INTERACTIONS WITH WEB PAGE ADVERTISING  
SUIVI DES MICRO-INTERACTIONS ENTRE L'UTILISATEUR ET LA PRESENTATION DE  
PUBLICITE SUR UNE PAGE WEB

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Patent and Priority Information (Country, Number, Date):

Patent: WO 9913423 A1 19990318

Application: WO 98US18619 19980908 (PCT/WO US9818619)

Priority Application: US 9758655 19970911

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD  
MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ

VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH  
CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW  
ML MR NE SN TD TG

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Word Count: 3743

#### English Abstract

In connection with display of advertising within Web pages , an applet is downloaded to the user's Web browser to track the user's interactions with the Web page. Tracked user interactions include mouse cursor position, time displayed on page, time of mouse cursor hovering over the advertisement, and so on. At an appropriate time...

...as when the display of the Web page is terminated, the applet forwards logged interaction information from the client to a remote server, the remote server being typically controlled by an advertiser , rating service or the like. As a result, the advertiser may track consumer response to advertising impressions on a Web page without requiring the user to download other pages. This allows advertisers to track user response to specific elements of the Web page as well as to better infer information about the user's interests in an effort to qualify the...

19/3,IC,K/16 (Item 16 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00607759

INFORMATION STORAGE, AND DELIVERY OVER A COMPUTER NETWORK USING DISTRIBUTED INFORMATION AND CENTRALIZED INTELLIGENCE  
STOCKAGE D'INFORMATIONS ET DIFFUSION SUR UN RESEAU INFORMATIQUE A L'AIDE  
D'INFORMATIONS REPARTIES ET D'UNE INTELLIGENCE CENTRALISEE

Patent Applicant/Assignee:

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Inventor(s):

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MCELHINEY James David, MCELHINEY, James, David , 4th Avenue, Ottawa,  
Ontario K1S 2L4 , CA

Patent and Priority Information (Country, Number, Date):

Patent: WO 9853406 A1 19981126

Application: WO 98US10249 19980519 (PCT/WO US9810249)

Priority Application: US 97585650 19970519; US 97872971 19970606

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD  
MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ  
VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH  
CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML  
MR NE SN TD TG

Main International Patent Class: G06F-015/163;

Publication Language: English

Filing Language: English

Fulltext Word Count: 20148

Fulltext Availability:

Claims

Claim

... or web sites connected to the computer network, it is typically more convenient for the advertisements to be centrally stored on an information or ad **server**, particularly if the advertisements change or the advertisers want to **target** specific advertising banners to specific users. Therefore, when a web page requested by the user is served to the user's terminal and the web page contains advertising banners, the web page will often include the address information for the advertising banner to be displayed in conjunction with the requested web page so that the terminal can request the serving of the advertising banners. By keeping the advertising banners centrally located in an information **server**, the **advertiser** can keep each advertising banner's address information included in the web page constant while changing the actual advertising banner associated with the banner address information. In addition, the generation of content general URL addresses during the step 112, the selection of banners to...

19/3, IC, K/17 (Item 17 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPat. All rts. reserv.

00597958

SYSTEM AND METHOD FOR SUPPLYING SUPPLEMENTAL AUDIO AND VISUAL INFORMATION FOR VIDEO PROGRAMS  
SYSTEME ET PROCEDE DE FOURNITURE D'INFORMATIONS AUDIOVISUELLES SUPPLEMENTAIRES POUR DES PROGRAMMES VIDEO

Patent Applicant/Assignee:

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LECH Robert R, LECH, Robert, R., 3 Valley View Road &25, Norwalk, CT 06851, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9843406 A1 19981001

Application: WO 98US5112 19980316 (PCT/WO US9805112)

Priority Application: US 97821436 19970321

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Main International Patent Class: H04N-001/00;

International Patent Class: H04N-007/14;

Publication Language: English

Filing Language: English

Fulltext Word Count: 16132

Fulltext Availability:

Detailed Description

Detailed Description

... URL can also be generally distributed in advertisements. For example, the URL can be printed in newspaper and magazine advertisements or displayed during a televised advertisement.

After accessing the web site server 1160, customer 101 is guided by a graphical user interface and icons (not shown) to access the supplemental information stored therein. In particular, customer 101 provides the program identification information 1126 and synchronization information 1124, to the web site server 1160. In response, the web site server 1160 first accesses the particular supplemental information related to the program identification information 1126 provided by customer 101. Then the web...

19/3, IC, K/18 (Item 18 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
(c). 2000 WIPO/MicroPat. All rts. reserv.

00589550

**INTERNET ADVERTISING SYSTEM  
SYSTEME PUBLICITAIRE SUR INTERNET**

Patent Applicant/Assignee:

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Inventor(s):

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SALISBURY Dylan, SALISBURY, Dylan, 2854 Golden Gate Avenue, San Francisco, CA 94118, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9834189 A1 19980806

Application: WO 98US386 19980109 (PCT/WO US9800386)

Priority Application: US 97787979 19970122

Designated States: AU CA JP AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Word Count: 12757

Fulltext Availability:

Detailed Description

**Detailed Description**

... viewer information and by other information such as the characteristics of the web site which the 11 viewer has accessed. Using such systems advertisers can target advertisements by 12 criteria such as web site category, geographic location of the viewer, the operating system 13 of the viewer's computer, the type of browser which the viewer is using, the... bidding agent and for transferring the advertisement referenced in said highest bid 17 to the web site presenting said view-op.

39

2 2. A server system for providing advertisements in response to HTML references from a 3 web page, each HTML reference includes information identifying the source of 4 said web page, said server system including...

...viewer information including information concerning prior HTML 7 references, 8 means for accepting proposed bids which specify a monetary

amount for providing a 9 particular advertisement in response to web page HTML references which satisfy specified criteria, said specified criteria including information included in said 11 HTML reference and information from said data base of viewer...

...if a particular HTML reference satisfies said specified criteria, 13 means for selecting the highest bid which satisfies said specified criteria, and 14 means for responding to said HTML reference with the particular advertisement specified by said selected bid.

2 3. A system for placing advertisements on web pages on the...selection means for selecting the highest bid for placement of an advertisement on a 11 particular web page.

12

13 4. A system for displaying advertisements to viewers who access a web page comprising 14 a web server which stores a plurality of advertisements , bid input means for providing to said system bids specifying characteristics of users and 16 web sites where it is desired to display advertisements and...

...on a site with the specified characteristics 18 a server system which includes means for evaluating bids, for selecting one of said 19 advertisements in response to said bids and for designating to said web server which of said advertisements should be displayed, 21 whereby the particular advertisement that is displayed to a viewer is determined by a 22 bidding process.

21/3,IC,K/1 (Item 1 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00745489

**COMPUTER SYSTEM AND METHOD FOR RETURNING COMMISSIONS TO CONSUMERS  
SYSTEME ET PROCEDE INFORMATISE DE VERSEMENT DE COMMISSIONS A DES CLIENTS**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200058861 A1 20001005 (WO 0058861)

Application: WO 2000US8323 20000329 (PCT/WO US0008323)

Priority Application: US 99281034 19990330

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE  
DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/00

International Patent Class: G06F-017/60; G06F-015/00; G06F-019/00;  
G06F-157/00; G06F-015/163

Publication Language: English

Filing Language: English

Fulltext Word Count: 9016

Fulltext Availability:

Detailed Description

Detailed Description

... standard affiliate program, as it is known in the art. The program begins with Start in step 150. In step 152, the user visits an **affiliate web site**. The **affiliate web site** includes information particular to that affiliate's function, but it also includes **advertisements** and links to vendor web sites.

These links are in the form of hyperlinks, which allow the user to place his mouse over the link...

21/3,IC,K/2 (Item 2 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00735035

**MEDIA DISTRIBUTION SYSTEM**

**SISTÈME DE DISTRIBUTION DE MÉDIA**

Patent Applicant/Assignee:

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, US (Residence), US (Nationality)

Inventor(s):

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200048375 A1 20000817 (WO 0048375)  
Application: WO 2000US3412 20000211 (PCT/WO US0003412)  
Priority Application: US 99119762 19990211; US 99120209 19990211; US  
99120207 19990211; US 99120206 19990211; US 99120208 19990211; US  
99156817 1999029

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CZ DE DK DM  
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR  
TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: H04L-029/06

Publication Language: English

Filing Language: English

Fulltext Word Count: 9364

Fulltext Availability:

Detailed Description

Detailed Description

... the subscription package to the affiliate server.

PUBLISHING SUBSCRIPTIONS

Once a subscription has been generated it may then be scheduled for publication or advertisement to **affiliate servers**. In one embodiment, a publishing service is provided that allows a user to schedule subscriptions for publication. In this manner, a user associated with the distribution server 104 can choose which of their subscriptions will be made available for purchase (i.e., included within the subscription catalog) by authorized **affiliate servers**. For example, FIG. 6 illustrates a mechanism in which a user 510 interacts with the subscription manager 208 to publish previously unpublished subscriptions. In...

21/3, IC, K/3 (Item 3 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00729685

SYSTEM AND METHOD FOR TRANSACTION ENABLED ADVERTISING  
SYSTEME ET PROCEDE DE PUBLICITE PERMETTANT UNE TRANSACTION

Patent Applicant/Assignee:

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Patent Applicant/Inventor:

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Legal Representative:

NATOLI Anthony J, Brown Raysman Millstein Felder & Steiner, LLP, 120 West  
Forty-Fifth Street, New York, NY 10036, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200042593 A1 20000720 (WO 0042593)

Application: WO 2000US965 20000114 (PCT/WO US0000965)

Priority Application: US 99115985 19990115

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA  
UG UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G09F-027/00

International Patent Class: G06F-017/30; G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Word Count: 23056

Fulltext Availability:

Detailed Description

Detailed Description

... which yields a better response rate and higher financial return. These benefits are shared amongst all parties in, the supply chain. In use, pop-up ads do not leave the website, and banner ads lead to database-driven offers in a daughter window, so that the consumer does not leave the website. The advantage over affiliate programs as "venues" is that the referring site does not lose the consumer from that site in order to make the purchase.

Contextual selling delivery...

21/3, IC, K/4 (Item 4 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00717110

SYSTEM AND METHOD OF AUGMENTED MESSAGING TOOLKIT

SYSTEME ET PROCEDE D'OUTIL LOGICIEL RENFORCE DE MESSAGERIE

Patent Applicant/Assignee:

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Inventor(s):

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Oakland, CA 94606 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 0030009 A2 20000525 (WO 200030009)

Application: WO 99US27068 19991112 (PCT/WO US9927068)

Priority Application: US 98108219 19981113; US 99435292 19991105

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ MD RU  
TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG  
CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Word Count: 23858

Fulltext Availability:

Detailed Description

Detailed Description

... administrator report request form in accordance with an aspect of the invention; 16 Figure 33 depicts a user view of a client e-mail interface web page for consumer affiliated with a fan club in accordance with an aspect of the invention; Figure 34 depicts a user view of a client e-mail interface web page for consumer affiliated with a special interest group in accordance with an aspect of the invention; Figure 35 depicts a user view of a client e-mail interface web page for consumer affiliated with a business concern in accordance with an aspect of the invention; Figure 36 depicts a user view of a client e-mail interface web page for consumer affiliated with a family in accordance with an aspect of the invention; Figure 37 depicts a user view of a client e-mail interface web page for consumer affiliated with business in accordance with an aspect of the invention; 2o Figure 38 depicts a user view of an e-mail composition page showing letterheads... background image library; 2o Figure 49 depicts a portion of the background controls indicating selection of the drink background image library previewed showing the drink advertisement ; Figure 50 depicts a portion of the background controls indicating selection of a background to be seen in the composition view, when it will start...

21/3, IC, K/5 (Item 5 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00709638

METHOD AND SYSTEM FOR ELECTRONIC COMMERCE FACILITATED BY A TRUSTED

INTERMEDIARY

PROCEDE ET SYSTEME DE COMMERCE ELECTRONIQUE FACILITE PAR UN INTERMEDIAIRE  
DE CONFIANCE

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 0022548 A1 20000420 (WO 200022548)

Application: WO 99US24111 19991013 (PCT/WO US9924111)

Priority Application: US 98170084 19981013; US 99351511 19990712; US  
99<-NONE 19991006

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ  
MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ  
CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/00;

Publication Language: English  
Filing Language: English  
Fulltext Word Count: 11591

Fulltext Availability:  
Detailed Description

Detailed Description

... plurality of sellers and a plurality of affiliates. An affiliate is an independent agent/entity that signs up sellers with the service. The affiliate may **advertise** its products independently on the **affiliate's** own **web pages** and provide links from these **affiliate web pages** to the server computer **web pages**. If an **affiliate** does not have its own Internet address and web pages, the invented method allows the **affiliate** to create **web pages** on the server computer. This process of an **affiliate** signing up sellers and optionally creating web pages on the **server** computer constitutes **affiliate enrollment**. When an **affiliate** is enrolled, the **server** computer assigns and stores a unique identifier to the **affiliate** and each one of the sellers signed up by the **affiliate**. There could also be...

21/3, IC, K/6 (Item 6 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
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00695823

NETWORK FOR DISTRIBUTION OF RE-TARGETED ADVERTISING  
RESEAU DE DISTRIBUTION D'ANNONCE PUBLICITAIRE RECIBLEE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 0008802 A2 20000217 (WO 200008802)  
Application: WO 99US16999 19990727 (PCT/WO US9916999)  
Priority Application: US 9895146 19980803

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: H04L-012/00;

Publication Language: English

Filing Language: English

Fulltext Word Count: 5183

Fulltext Availability:  
Detailed Description  
Claims

English Abstract

A computer system for automatic replacement of **advertisements** includes an **advertising server** for selecting an **advertisement** based on criteria related to the individual viewer. In particular, **advertisements** are selected for a given user, based on the past behavior of that specific given user. **Advertiser** web sites on the network are configured

to anonymously report back user activity such as visit dates, purchases, specific product pages visited and the like...

...reporting embodiments include email, file transfer protocol and spotlight tags. User activity lists are processed to select candidates for re-targeting. Candidates for re-targeted **advertisements** are identified based on their own individual past activity, and stored in a list of candidate user ID's. When a candidate on the re-targeted list is identified at any network **affiliate web site**, a re-targeted **advertisement** is delivered to the candidate user.

#### Detailed Description

... as a node on the network. The various advertising banners are stored on the network advertising server. When a user using web browser accesses a web page that is affiliated with the advertising server (an **affiliate web site**), the affiliate's web page encoding includes an embedded reference to an object provided by the advertising server. The imbedded reference causes the user's browser to contact the advertising server to provide the advertising image or information that will appear on the accessed web page as displayed by the user's browser. Using the address information and/or other information passed by the user's browser to the advertising server, including the page being accessed by the user; the advertising server determines an appropriate **advertisement** to select for the particular user.

If the user decides to respond to the advertisement selected by the advertising server by clicking on the ad...

...the URL of the advertiser's web site to which the selected banner relates. Thus, a system comprising the user's browser, one or more **affiliate web sites**, one or more **advertiser web sites** and at least one **advertising server**, form a network for the distribution of targeted advertising from the **advertiser** to the **affiliate** and ultimately to the viewer. The terms "**advertising server**" and "**advertisement server**" are used interchangeably herein to refer to a server on a network that selects an **advertisement** for display to a user.

For targeted advertising, past behavior of other users are used to gauge the effectiveness of advertising. Banner ads that were...In particular, a system for the delivery of advertising over networks includes a user with a browser 10. The system includes at least one **affiliate web site** 12. An **affiliate web site** is a publisher or other content provider having **advertising space** 20 to fill.

Central to the ad network system is an advertising server 14, which includes a predictive model and algorithms for selection of... transactions between the user's browser 10 and the advertiser's web site 16.

In operation, when a user browsing on the Internet accesses an **affiliate web site** 12, which would typically include media content and **advertising space** 20, the user's browser 10 generates an http message to request the information from the desired web page. In response to the http...

...messages back to the user's browser 10 containing the information to be displayed to the user 10. In addition, for the content of the **advertising space** 20, the **affiliate web site** 12 forwards a redirect message containing the URL of the **advertising server** 14. The browser is redirected to the **advertising server** 14 which selects an

appropriate advertisement for the advertising space 20.

At the advertising server 14, a banner advertisement to be displayed in the advertising space 20 is selected from a local database 24...list of candidate user ID's is stored in a lookup table 64.

In operation, a user browser 10 (illustrated as user 123) visits a affiliate web site, such as AltaVista 50, Travelocity 54, Dilbert 56 or any of 60+ other affiliated web sites on the network. The ad banner space 52 contains a redirect to the advertising server (14 in figure 1) where an ad banner corresponding to a selected advertiser will be selected for delivery to the AltaVista web page.

At the advertising server the user ID is determined at step 62. The user ID...

Claim

... of said user at said advertiser web site.

2. A network in accordance claim 1, further comprising:

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node, to provide media content, advertising space for display of said advertising content and a redirect message to said user node, said advertisement server node responsive to said redirect message from said user node, as forming said request from said user node to provide said advertising content.

3. A network in accordance claim 1, wherein said feedback signal representing said prior activities at said advertiser node is an email message from...to said user node.

24. A method in accordance with claim 23, wherein said network further includes a content provider affiliate node having a respective affiliate web site containing media content, advertising space for display of advertising content, said method further comprising: sending a request for information from said user node to said affiliate web site requesting information; sending a reply from said affiliate web site to said user node responsive to said request for information from said user node, said reply containing media content, advertising space for display of advertising content and redirect message; sending a request from said user node based on said redirect message to said advertising server web site to provide said selected advertisement for said advertising space; and displaying said selected advertisement in said advertising space at said user node.

25. A network method in accordance claim 23, wherein said step of sending a record of said prior activities of...

21/3,IC,K/7 (Item 7 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPat. All rts. reserv.

00612863

METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING  
PROCEDE ET APPAREIL DE PLACEMENT AUTOMATIQUE DE PUBLICITES  
Patent Applicant/Assignee:  
DOUBLECLICK INC., DOUBLECLICK INC. , 32nd floor, 41 Madison Avenue, New

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Inventor(s):

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O'CONNOR Kevin, O'CONNOR, Kevin , 115 Central Park West;7B, New York, NY 10023 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9858334 A1 19981223

Application: WO 98US12419 19980615 (PCT/WO US9812419)

Priority Application: US 9748940 19970616; US 9749877 19970617

Designated States: AU BR CA CN HU IL IS JP KR MX NO NZ PL RO RU SG AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Word Count: 8927

Fulltext Availability:

Detailed Description

Detailed Description

... 1. Figure 4 is equivalent to figure 1 except for the addition of a direct proxy 440. In particular, a system for the delivery of advertising over networks includes a user with a browser 410 (which is shown in figure 1 as user 22) . The system includes at least one affiliate web site 412 (a web site as 4 content provider with advertising space is a specific example of a medium 26 in figure 1) . Central to the system is an advertising server 414 (which includes the predictive model 10, and advertising selection algorithms 12, 18 in figure 1) . The advertising server further communicates with a database 424 (equivalent to databases 14, 16, 20 in figure 1) . Also part of the overall system is one or more direct advertiser web sites 416 (represented generally as commerce engine 24 in figure 1) . Email return path 418 is a specific example of feedback 25 in figure...

...advertising, which requires a direct response (also known as a "conversion") by the user.

In operation, when a user, browsing on the Internet, accesses an affiliate 's web site 412 which would typically include media content and advertising space 420, the user' s browser 410 generates an http message to get the information for the desired Web page . The affiliate 's web site 412 in response transmits one or more messages back containing the information to be displayed by the user' s browser. In addition, the advertising server 414, using a local database 424 containing advertising and user data, provides additional information comprising one or more objects such a banner advertisement to be displayed in the advertising space 420 along with the information content provided from the affiliate web site . Upon clicking through by selecting the advertising object 420 (such as a banner ), the browser 410 is connected to the direct advertiser 's web site 416.

Transaction results of the direct advertisement placement are reported back to the advertising server in one of two ways. In the...

File 9:Business & Industry(R) Jul/1994-2000/Oct 31  
 (c) 2000 Resp. DB Svcs.  
 File 810:Business Wire 1986-1999/Feb 28  
 (c) 1999 Business Wire  
 File 813:PR Newswire 1987-1999/Apr 30  
 (c) 1999 PR Newswire Association Inc  
 File 636:Gale Group Newsletter DB(TM) 1987-2000/Nov 01  
 (c) 2000 The Gale Group  
 File 623:Business Week 1985-2000/Oct W4  
 (c) 2000 The McGraw-Hill Companies Inc  
 File 621:Gale Group New Prod.Annou.(R) 1985-2000/Nov 01  
 (c) 2000 The Gale Group  
 File 624:McGraw-Hill Publications 1985-2000/Oct 31  
 (c) 2000 McGraw-Hill Co. Inc  
 File 635:Business Dateline(R) 1985-2000/Oct 31  
 (c) 2000 Bell & Howell  
 File 570:Gale Group MARS(R) 1984-2000/Nov 01  
 (c) 2000 The Gale Group

Set	Items	Description
S1	1545769	ADVERTI? OR AD OR ADS OR CLASSIFIED? OR BANNER?
S2	1269336	SERVER? OR WEBSITE? OR WEB(SITE? OR PAGE?) OR WEBPAGE?
S3	47921	S1(15N)S2
S4	7283	PERFOMANC? OR PERFORM? OR ACTIVIT?
S5	750	S1(5N)S4
S6	301	S5(5N)S3
S7	10214	RESPOND? OR RESPONS?
S8	1229	FEEDBACK?
S9	65	COST(2W)ACTION? OR (CPA (20N)S1)
S10	1033	DIRECT(W)S7
S11	3492	(TARGET? OR DIRECT?)(2W) ADVERTI?
S12	2077	CLICK? (3N)S1
S13	6893	TRACK?
S15	72	S6 (5N)(S7:S13)
S16	61	S15 NOT PY>1999
S17	44	RD (unique items)
S18	8	S16 (15N)(S8:S11)
S19	756	S7(3N)(RATE? OR PERCENT? OR RATIO?)
S20	5	S17(10N)S19
S21	12	S17(S)S12
S22	8	S21 NOT (S18 OR S20)
S23	14	S17(10N)S13 NOT (S18 OR S20 OR S22)

**18/3,K/1 (Item 1 from file: 810)**  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0918546 BW0128

**ANDROMEDIA: Andromedia Merges With Likeminds: Combined Company to Provide Total "Smart e-Marketing" Solutions for e-Commerce**

October 07, 1998

Byline: Business Editors/Technology Writers

...an individual's future behavior.

LikeMinds technology includes automated response capabilities, providing accurate, real-time predictions useful for suggestive selling, up-selling, personalized email, and targeted promotions and advertisements .

Andromedia's ARIA Web Site Activity Analysis Solution

ARIA's sophisticated real-time web site activity analysis unobtrusively records consumer behavior and turns raw data about user activity on the web site into valuable information for evaluating site objectives.

ARIA...

**18/3,K/2 (Item 2 from file: 810)**  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0653381 BW1086

**NET.GENESIS IBM: net.Genesis announces partnership with IBM to provide front end to new Surf-Aid Web site solution**

December 11, 1996

Byline: Business/Technology Editors

...Aid solution, a bundled software solution developed in partnership with NetGravity, Broadvision Inc., Marketing Technologies Group, and Econometrics Inc. Surf-Aid will enable companies to target advertising and content based upon the activity patterns of Web site visitors . Surf-Aid will be offered by IBM's net.Mining Services, a division of its Worldwide Decision Support Solutions unit. net.Analysis Pro 2.0...

**18/3,K/3 (Item 1 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

03992305 Supplier Number: 53103741 (USE FORMAT 7 FOR FULLTEXT)

-**ANDROMEDIA: Andromedia merges with LikeMinds.**

M2 Presswire, pNA

Oct 19, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1059

... an individual's future behavior. LikeMinds technology includes automated response capabilities, providing accurate, real-time predictions useful for suggestive selling, up-selling, personalized email, and **targeted** promotions and **advertisements**.

Andromedia's ARIA **Web Site Activity** Analysis Solution  
ARIA's sophisticated real-time **web site** activity analysis unobtrusively records consumer behavior and turns raw data about user activity on the web site into valuable information for evaluating site objectives. ARIA...

**18/3,K/4 (Item 2 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

03393283 Supplier Number: 46982236 (USE FORMAT 7 FOR FULLTEXT)

**NEWS BRIEFS...Net.Genesis Corporation**

Report on IBM, v13, n50, pN/A

Dec 18, 1996

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 97

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Aid solution, a bundled software solution developed in partnership with NetGravity, Broadvision Inc., Marketing Technologies Group, and Econometrics Inc. Surf-Aid will enable companies to **target advertising** and content based upon the **activity** patterns of **Web site visitors**. Surf-Aid will be offered by IBM's net.Mining Services, a division of its Worldwide Decision Support Solutions unit.

**18/3,K/5 (Item 3 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

03384705 Supplier Number: 46963536 (USE FORMAT 7 FOR FULLTEXT)

**-NET.GENESIS: net.Genesis announces partnership with IBM to provide front end to Surf-Aid**

M2 Presswire, pN/A

Dec 11, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 559

... Aid solution, a bundled software solution developed in partnership with NetGravity, Broadvision Inc., Marketing Technologies Group, and Econometrics Inc. Surf-Aid will enable companies to **target advertising** and content based upon the **activity** patterns of **Web site visitors**. Surf-Aid will be offered by IBM's net.Mining Services, a division of its Worldwide Decision Support Solutions unit.

net.Analysis Pro 2.0...

**18/3,K/6 (Item 1 from file: 621)**  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2000 The Gale Group. All rts. reserv.

01723175 Supplier Number: 53064847 (USE FORMAT 7 FOR FULLTEXT)

**Andromedia Merges With Likeminds: Combined Company to Provide Total "Smart e-Marketing" Solutions for e-Commerce.**

Business Wire, p0128

Oct 7, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 979

... an individual's future behavior.

LikeMinds technology includes automated response capabilities, providing accurate, real-time predictions useful for suggestive selling, up-selling, personalized email, and targeted promotions and advertisements.

Andromedia's ARIA Web Site Activity Analysis Solution

ARIA's sophisticated real-time web site activity analysis unobtrusively records consumer behavior and turns raw data about user activity on the web site into valuable information for evaluating site objectives.

ARIA...

**18/3,K/7 (Item 2 from file: 621)**

DIALOG(R)File 621:Gale Group New Prod.Annou. (R)

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01464287 Supplier Number: 46963226 (USE FORMAT 7 FOR FULLTEXT)

**net.Genesis announces partnership with IBM to provide front end to new Surf-Aid Web site solution.**

Business Wire, p12111086

Dec 11, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 493

... Aid solution, a bundled software solution developed in partnership with NetGravity, Broadvision Inc., Marketing Technologies Group, and Econometrics Inc. Surf-Aid will enable companies to target advertising and content based upon the activity patterns of Web site visitors. Surf-Aid will be offered by IBM's net.Mining Services, a division of its Worldwide Decision Support Solutions unit.

net.Analysis Pro 2.0...

**18/3,K/8 (Item 1 from file: 635)**

DIALOG(R)File 635:Business Dateline(R)

(c) 2000 Bell & Howell. All rts. reserv.

0992737 99-55587

**Andromedia Merges With Likeminds: Combined Company to Provide Total "Smart e-Marketing" Solutions for e-Commerce**

Anonymous

Business Wire (San Francisco, CA, US) p1

PUBL DATE: 981007

WORD COUNT: 958

DATELINE: New York, NY, US, Middle Atlantic

TEXT:

...an individual's future behavior.

LikeMinds technology includes automated response capabilities, providing accurate, real-time predictions useful for suggestive selling, up-selling, personalized email, and **targeted** promotions and **advertisements**. Andromedia's **ARIA Web Site Activity Analysis Solution**

ARIA's sophisticated real-time **web site** activity analysis unobtrusively records consumer behavior and turns raw data about user activity on the web site into valuable information for evaluating site objectives.

ARIA...

?